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IDG World Update

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WWW.IDGCENTRAL.COM

Digital photography event rounds out ZOOM portfolio

ZOOM.experience joins magazine, Web site catering to photo aficiandos

With the second hugely successful iteration of its ZOOM.experience event, IDG Netherlands has firmly established its ZOOM franchise as the No. 1 source of information on digital photography in the country. The two-day event, which took place in November, rounds out the ZOOM.nl portfolio, which originated in 2003 with the launch of a magazine and a Web site. And this year's event logged large increases in everything from floor space, to attendees, exibitors and workshops.

BUSINESSLOUNGE – ZOOM EXPERIENCE '08 – BL
CE '08 – BUSINESSLOUNGE

(L-R): ***Remco de Graaf****, Zoom.nl editor-in-chief,* ***Marieke Bouman****, event manager and* ***Marjolein Sturk****, brand manager Zoom.nl. at the recent second edition of ZOOM.experience.*

Zoom.experience is the country's first and only event for digital imaging and is much more than simply an exhibition with workshops (though it did offer 80 of those as well), according to **Marjolein Sturk**, brand manager of Zoom.nl. "Zoom.experience provided visitors and exhibitors with a complete experience—full of inspiration and surprises," Sturk said.

Attendees, who ranged from beginner hobbyists to professional photographers, paid 12.50 euros (US$17) (ZOOM subscribers could attend for 7.50 euros) for tickets to ZOOM.experience, which achieved breakeven status—"a great result taking into account that it was only the second time the event was organized," noted IDG Netherlands Man-

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World Expo moves quickly to involve community in shaping future Macworlds following Apple's exit

With Apple pulling out of Macworld Expo & Conference in 2010, show organizer IDG World Expo will have to plan the event's future without its anchor vendor. In order to get an idea of what the Mac community would like to see at future Macworlds, IDG World Expo held a town hall meeting to share plans and solicit feedback from-attendees of last week's Macworld Expo in San Francisco.

"Macworld has thrived for 25 years due to the strong support of tens of thousands of members of the Mac community worldwide," said **Paul Kent**, IDG World Expo VP and general manager of Macworld Expo, addressing the town hall meeting attendees. "While there is no question that Macworld is going to evolve and change in 2010, we want to build great shows with or without

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Macworld
LIVE
Macworld Superguides
Books & CDs
Available for
Purchase

IDG WORLD UPDATE

(L-R) PC World/Macworld Account Executive ***Carol Johnstone****, PC World/Macworld Senior Marketing Specialist* ***Michelle Kloss*** *and PC World/Macworld* ***Paul Moretti*** *greeted the Mac faithful at the Macworld magazine booth with free copies and Macworld Superguides for sale.*

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IDG Global Solutions EMEA announces annual employee awards

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L-R: ***John O'Malley****, president, IDG Global Solutions;* ***Maria Bendikova****, project coordinator;* ***Christina Briscoe****, director, International Sales;* ***Ravi Medha****, IT assistant;* ***Verity Homewood****, senior program delivery manager;* ***Damian Hatcher****, IT manager;* ***Colwyn Munro****, executive vice president, IDG Global Solutions.*

Five exemplary staff members from IDG Global Solutions (IGS) EMEA received employee awards at the group's holiday party in late December. The 2008 winners of the annual awards are as follows:

President's Awards

Christina Briscoe: In recognition of her efforts heading up a successful sales team and the ambassadorial role she plays within IDG regarding the developments within the online environment. She has presented or moderated sessions at product line meetings, spoken at the IDG European Managers Meeting and served as a resource to IDG peers in other offices who have online-related questions.

Verity Homewood: For her continued commitment to IGS, acquiring skills encompassing print, online, lead generation, webcasting and any other special project sold within IGS, and all the additional projects undertaken throughout the year. Verity is also the point person who helps colleagues, on a global basis, to learn and use the new sales order system effectively.

Team of the Year

The IT Department, **Damian Hatcher** and **Ravi Madha**, for their tremendous efforts during the year with the development and global implementation of IGS' new IT system. The duo took over the project mid-year and smoothly brought it to a successful conclusion. (IGS senior managers nominate candidates for this award, and IGS President **John O'Malley** makes the final selection.)

Employee of the Year, U.K.

Verity Homewood

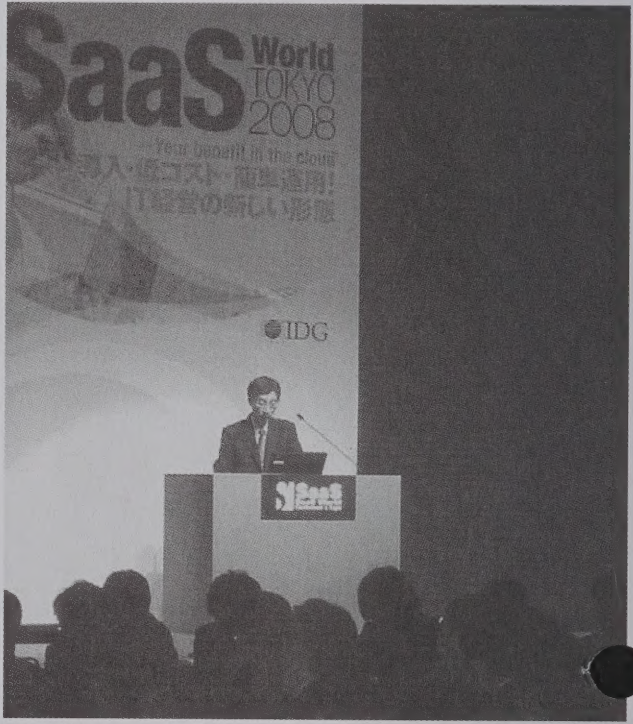
This award, voted for by members of IGS U.K., recognizes a colleague who is always a pleasure to deal with, who has gone beyond the call of duty to assist with something and who makes work a better place to be.

Unsung Hero, U.K.

Maria Bendikova

This award recognizes a back-office, non-sales colleague, nominated and chosen by the sales team, who goes above and beyond the call of duty to help the sales staff do their job. Maria was nominated for her excellent "can-do" attitude and her commitment to IGS.

IDG Japan's third annual SaaS World/Tokyo features standing-room-only conference crowds



Tetsuya Takase, general manager, broadband IP services, at NTT Communications delivered one of the keynote addresses.

Some 6,500 attendees flocked to IDG Japan's third annual SaaS World/Tokyo, held last month at the Tokyo International Forum, where 70 sponsors and exhibitors were on hand to share their software-as-a-service solutions. Most of the 60 conference sessions, which focused on topics such as From SaaS to XaaS and Consumerization of IT and Cloud Computing, were standing-room-only, according to **Masato Tsuchiya**, SaaS World/Tokyo event manager, IDG Japan. "We are excited to see that many exhibitors are satisfied with both the quality and quantity of attendees and are ready to rebook for the next SaaS World in 2009," he said. SaaS World will be held in Osaka, Japan's second largest city, in April 2009 and will return to Tokyo in the late 2009. For more information, visit www.idg.co.jp or contact Director of Event Businesses **Megumi Okamoto** at mokamoto@idg.co.jp.

PC Advisor cracks Top 10 most popular U.K. magazine sites list

According to the latest research by Nielsen Online analyzing U.K. Web traffic, PC Advisor is the most popular technology site and ranks seventh overall in the latest lineup of the most popular magazine Web sites in any sector. It is the first time PC Advisor has broken into Nielsen's Top 10 list. PC Advisor, with 405,000 visitors in November 2008, ranked ahead of the other technology site, Wired, which was No. 10 with 370,000 visitors.

PC Advisor also beat Wired in terms of year-on-year growth (59%), compared with Wired's 50% growth.

Write to Simon Jary at sj@idg.co.uk.

one on one

the interview

Lars Dahmén

The CEO and publisher of IDG Sweden is this week's columnist. Reach him at lars.dahmen@idg.se. A longer version of this column appears on IDG Central.

IDG Sweden at-a-glance

Established 1985 (IDG previously signed a joint venture agreement with former CEO Bengt Marnfeldt's company in 1983.)

Location Stockholm

Number of employees 215

Publications
(* = online only)
Biotech Sweden
CAP&Design
CIO Sweden
CSO*
Computer Sweden
Internetworld
IT.Branschen/IT24 (channel)
LEVEL
Loading*
M3
MacWorld
MiljoAktuellt (environment)
PC för Alla
Studio (music and computers)
TechWorld*
Teknik360*
Upphandling24

Web site www.idg.se

Other products Events, recruitment, newsletters and direct marketing

Latest accomplishment
IDG.se is the No. 9 media site in Sweden (after sites run by five daily newspapers, two business papers and the state-owned radio network).

Q How would you describe the local IT publishing market?

A The Swedish IT media market is large in relation to the overall size of the economy. IDG Sweden is the market leader with more than 15 publications and the leading online services for tech-savvy people. Both our B2B and B2C titles reach wide audiences; we have today over 150,000 paying subscribers and over 500,000 unique visitors online per week. Our broad range of titles creates a high barrier to entry for competitors.

Over the last years we've seen the same trends as in U.S. and most other parts of the globe: strong growth for all sorts of online initiatives, and that is where we are putting our efforts.

Q Is the IT events market more competitive?

A Indeed so. IDG was in this market early and has a great advantage with the strong brand and all our channels to the target groups. But there is now a growing number of competitors that specialize in the event business. In FY08 we ran almost 100 events, and 12 of our publications have events. For FY09 we see a slower market for the traditional face-to-face events, and we are trying to grow additional products such as webcasts, virtual events and customized round tables.

Q With that kind of dominance, how do you try to motivate employees to keep their winning edge?

A Within IDG Sweden we use the decentralized structure that is so key to IDG's success all over the globe. All our products have managers who are running the operation as independently as possible. We are, of course, using all the synergies we can, but at the same time we are clear that there is competition between our products. The balance between the synergies and this internal freedom and competition is tricky but very important to maintain.

Being the dominant publishing house in this market does not mean that we lack competition, of course. There are a number of smaller and bigger companies that fight with us for traffic and the marketing budgets. And as we know, the barrier to entry is high in print, but low online, so the new media landscape forces us to be even more on our toes. But in the long run, it's not the competition that makes us successful or not, it's our own ability to adapt to changes in the market and to stay close to the needs of both advertisers and readers/visitors. If I have to single out the key factors for success it would be the two rules we are trying to live by: "kraften utåt" ("Focus your energy externally") and "Gör nu!" ("Do it now").

Q What kinds of innovative content and/or advertising are you trying in terms of mobile devices?

A We know that the exciting stuff is happening in the mobile arena and that a lot more will happen over the next few years. Our mobile traffic is growing fast, and we focus a lot on this right now. We have 11 mobile sites up and running (CIO, Computer Sweden, IDG.se, Internetworld, IT24, M3, MacWorld, PC för Alla, Techworld, Teknik360 and Testcentret). However, it is not easy to get the revenues growing at the same speed. Of course we are working with mobile banner ads, but more exciting are the over 100,000 mobile telephone numbers that we have in our database — though we are not quite sure how to use them in the best way. We are also looking at mobile SMS campaigns for internal use, i.e., marketing for mobile sites.

We try to look at new ideas all the time. One opportunity we are currently looking at is BeeTaggs, a technology similar to QR codes. BeeTaggs let a reader take a picture of a "Tagg," or code, in an ad or in an article with the camera in their mobile phone. Subsequently the browser is automatically launched in the phone and directed to the Web site that the Tagg points to.

Q What role does user-generated content play on your Web sites, and how do you encourage users to contribute?

A We have more than 10 communities/forums, some large (over 65,000 members), some very small (200 members). Our experience is that it is easier to grow community in the consumer area. For the B2B titles we are now making it easier to contribute with comments and input directly on the pages. The user-generated content is important for growing the traffic, and we are focusing on this. One great example is PC för Alla's "send in your best vacation pictures" competition last summer that got a huge attention and traffic figures. (See IDG World Update, Sept. 8, 2008.)

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com.

Coming up

Global Sourcing Conference 2009
An IDC France event
Jan. 22
Paris
www.idc.com

Central and Eastern Europe Innovation Forum
An IDC CEMA event
Jan. 22
Vienna
www.idc.com

CIO Perspectives "Local Connections on Global Issues"
Jan. 27
Washington, D.C.
www.cxo.com

European Media Management Institute
An IDG Corporate Training Program for middle- and senior-level functional managers
Feb. 3-5
Vienna
Contact:
laurie_butson@idg.com

IDC's Cloud Computing Forum
Feb. 12
San Francisco
www.idc.com

IDC Enterprise Social Networking Forum
Driving Profits, Customer Retention and Product Development
Feb. 12
San Francisco
www.idc.com

Premier 100 IT Leaders Conference
A Computerworld event
March 1-3
J.W. Marriott Grande Lakes
Orlando, Fla.
www.computerworld.com

Global Media Institute
An IDG Corporate Training Program for senior- and executive-level leaders
March 16-20
Boston
Contact:
laurie_butson@idg.com

Reveal Los Angeles The Fashion and Design Event
March 20-22, 2009
California Market Center
Los Angeles
www.idgworldexpo.com

Global recession, IT industry transformation drive IDC's Top 10 Predictions for 2009

For more than 30 years, IDC has been producing annual "new year" predictions about the IT market. Chief Analyst **Frank Gens**, in collaboration with dozens of IDC colleagues, has been leading the creation of the Top 10 Predictions for 11 of the past 14 years. The following are excerpts, drawn from Gens' video on the IDCeXchange blog (http://blogs.idc.com/ie/) of the worldwide IDC Predictions 2009: An Economic Pressure Cooker Will Accelerate the IT Industry Transformation.

In 2009, two powerful forces will collide in the IT market: a deep global recession and a radical IT industry transformation that's been in progress for the past several years. These two forces — interacting with each other — drive virtually all of IDC's top 10 predictions themes for 2009.

1) **Global IT growth will be cut by more than half**, and it will take three years for the industry to get back to 2008 growth levels. This will make it critically important for suppliers to orient toward segments that are spending at above-market growth rates, which leads us to:

2) **While emerging markets' and small businesses' IT spending growth will slow significantly** in 2009, they will actually outperform the market by a wider margin than in 2008, increasing their strategic importance for our industry.

3) **The IT industry's expansion to "the cloud" will accelerate** in 2009, as the bad economy drives more users to the cloud model's low costs and many, many IT suppliers move quickly from the sidelines and on to the playing field.

4) **The struggling offline economy will drive more shoppers to the online economy**, as over 1.5 billion people (about half of them in emerging markets) go online and drive over $8 trillion in online sales. Sales growth will be down on the Internet, but online commerce will continue to take share from the offline world and at an even faster rate than in 2008.

5) **The telecom industry** — which, like the IT industry, will see growth cut in half in 2009 — **will consolidate**, driven by the need for scale in developed markets and a wireless land grab in emerging markets. But the industry's key players will also expand aggressively into the world of cloud services, driven by the promise of the cloud model to finally help telcos reach their promised land of higher value services.

6) **2009 will be a grim year for mobile gadgets**, as unit volume growth flattens in mobile phones, as netbook PCs expand the market but threaten notebook pricing and margins and as consolidation looms in personal navigation devices.

7) **The crumbling of the wall between business and consumer IT will accelerate**, as the poor economy and the growing Web 2.0 culture drive consumer and business technology together, opening new opportunities and threatening to create new IT industry dinosaurs: those vendors that continue to see the business and consumer worlds of IT as very separate.

8) **The ongoing reinvention of information access and analysis will accelerate**, driven by blow back from the financial industry fiasco, the growing information avalanche from social networking and digital video and the ambitions of key vendors to own the last — and most strategic — patch of IT market real estate: helping customers find — and manage their own — precious information.

9) In spite (or perhaps because of) the bad economy, **green technologies will have a good year**, disguised as "cost cutting." There will be strong demand for green tech that can deliver near-term savings, temporarily shoving capital-intensive green investments (like the massive overhaul of the power grid) down the agenda.

10) A **flurry of major government initiatives** in 2009 — focused on economic recovery, energy and health industry streamlining and improving financial markets' stability and transparency — will set up massive IT investments and industry growth for the next three years. It will be an important year to showcase IT and telecommunications offerings that support these initiatives and to strengthen government relationships in developed and emerging markets alike.

For a list of other IDC Predictions documents, go to http://idc.com/research/predictions09.jsp. For a complimentary version of the worldwide predictions report, fill in the form at http://idc.com/research/predictions09_form.jsp. WU

Be among the first to read World Update each week

IDG employees can receive IDG World Update as a PDF file — with full-color photos — via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (www.idgcentral.com).

IDG

Current Jobs, Week of January 12, 2009

BU	Category	Title	Location	Contact	Email	Phone
Connell Communications						
	Sales	Online Sales Manager	Chicago IL	A. Dros	alana_dros@idg.com	508-988-7071
Computerworld						
	Online Sales	Account Services Specialist	Framingham MA	M. Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Sales	Director of Integrated Sales - East	Paramus NJ	M. Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Sales	Director of Integrated Sales - West	San Francisco CA	M. Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	CIO Executive Council	Sales Development Manager	San Francisco CA	P.Boyle	pboyle@cxo.com	508.935.4192
	CIO Executive Council	Business Operations Coordinator	Framingham MA	P.Boyle	pboyle@cxo.com	508.935.4192
	Online Edit	Senior Online Writer	Framingham MA	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Online Edit	Online Managing Editor	Framingham MA	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Online Sales	Online Regional Sales Manager	San Francisco CA	P.Boyle	pboyle@cxo.com	508.935.4192
	Online Sales	Online Sales Associate	San Francisco CA	P.Boyle	pboyle@cxo.com	508.935.4192
Energy Insights						
	Research	Sr. Research Analyst, Energy Insights	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
Financial Insights						
	Sales	Sr. Account Executive, Financial Insights	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
Government Insights						
	Consulting	Consulting Director	Framingham MA or Falls Church \	Leah Barton	lbarton@idc.com	508-935-4336
Health Industry Insights						
	Sales	Sr. Account Executive, Health Industry Insights	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
IDC						
	Research	Program Manager, Vertical Group	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
	Research	Research Analyst, CMO Advisory Practice	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Director, Pricing Services	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Account Executive, Enterprise Sector Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Manager, Enterprise Financial Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
DG Communications						
	Intern	Digital Marketing Intern	Framingham MA	Jillian Gardner	jillian_gardner@idg.com	508-935-4041
IDG List Services						
	Sales	Account Executive	Framingham MA	A. Dros	alana_dros@idg.com	508-988-7071
Online Publishing Group						
	IT	Technical Project Manager	Framingham MA	P.Boyle	pboyle@cxo.com	508.935.419
WEC						
	Admin	Executive Assistant	Framingham MA	Jillian Gardner	jillian_gardner@idg.com	508-935-4041
	Operations	Exhibit Coordinator	Fairfax VA	Jillian Gardner	jillian_gardner@idg.com	508-935-4041

Go to http://careers.idg.com to view all current job opportunities at IDG

IDG Corporate Boviard STAR AWARD Program

Recipients of the Corporate Boviard STAR Award will be selected from nominations received by the award's selection committee. The names of award recipients will be published in the IDG World Update.

Employee Name: ______________________________

Title: ______________________________

Department: ______________________________

1. How has this employee provided exceptional SERVICE to other corporate departments, divisions of IDG or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered TEAMWORK?

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job RESULTS?

Nominated by: ______________________ Date: __________

Title: ______________________________

EXTENDED DEADLINE: ALL nominations must be submitted by Friday,
Jan. 30, 2009. Send nominations to Kathy Toffoloni, IDG CSG,
5 Speen Street, Framingham, MA 01701, via mail, interoffice mail or fax:
508-935-4675.

IDG Corporate Boviard STAR AWARD Program

Once again IDG presents the Corporate Boviard STAR Award Program! This award is designed to encourage, recognize and reward corporate employees for exemplary Service, Teamwork And Results.

Awards are presented twice a year. A maximum of three awards are given.

Who Can Be Nominated?
All Corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of members of the STAR Award selection committee, Ted Bloom, CFO & treasurer; Jayne Enos, senior vice president, corporate taxes; and Alana Dros, director, Human Resources Services Division.

IDG Corporate Accounting
IDG Corporate Support Center (Chairman's Office)
IDG Global Solutions
IDG Corporate Credit
IDG Corporate Finance
IDG Corporate Tax
IDG Corporate Legal
IDG Human Resources
IDG Technology Services Group
IDG List Services
IDG Research Services
IDG International Publishing Services (G&A, Licensing, IDG News Service, IDG Corporate Communications, IDG World Update)

Please use the nomination form on the reverse side to nominate an IDG Corporate Employee who has provided exemplary Service, Teamwork And Results for your operating unit. Corporate IDG employees may nominate other Corporate IDG employees for this award. Please take a minute to nominate someone who is deserving of this special award!

Each STAR Award winner will receive a cash prize as well as a star-shaped crystal paperweight.

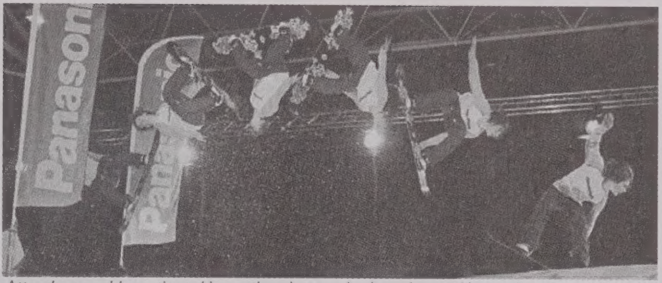
DEADLINE EXTENDED: Nominations must be submitted by Friday, Jan. 30, 2009. Please use form on reverse side.

ZOOM.experience

continued from page 1

aging Director **Lennard Hoogenraad**, adding, "next year it must be above that."

The event focused on three key components: information, hands-on interactive experiences and sales. The 22,000 attendees (up 25% from the first year's crowd) could choose from among 80 workshops focusing on a wide range of topics including portrait photography, digital imaging, color management and nature photography and targeting beginner through professional users. They also explored offerings from the 49 exhibitors (up from 37 in the first year) spread across the expo floor.



Attendees could practice taking action shots and using advanced image functions at live-action demonstrations such as this one sponsored by Panasonic.

Attendees were encouraged to bring their own cameras in order to be able to practice taking photographs in a range of different settings created by various vendors including a fashion runway, a half pipe with roller bladers and skateboarders performing stunts and a nature park, among others. Visitors were also able to try out cameras from the various exhibitors.

In addition to shooting photos and attending workshops, attendees could make free prints at printing stations set up on the show floor and have their own portfolios reviewed by a professional jury.

One of the new participants this year was Nikon. As an "experience sponsor" Nikon presented geisha and kung-fu demonstrations, which attendees were encouraged to photograph, ran several workshops and displayed a complete line-up of cameras that visitors could try. Other sponsors this year included Canon, Sony, Olympus, Panasonic, Casio, Adobe and Epson.

"And now… on to next year," said **Marieke Bouman**, the event manager of ZOOM. experience. "It will be a challenge to surpass this edition but we are looking forward to it."

*Contact **Remco de Graaf**, editor-in-chief, ZOOM, at rdegraaf@idg.nl. You can also search ZOOM.experience on YouTube to few several shorts videos from the event.*

Embracing Web 2.0 helped ZOOM overcome doldrums

ZOOM launched March 7, 2003, as a bi-monthly publication featuring digital technology news, in-depth analysis of new cameras, how-to articles and special reports on new digital photography developments. A companion Web site, featuring the ZOOM Gallery, a platform for sharing, voting, and commenting on photos, went live shortly thereafter. By the summer of 2005, the publication was in trouble, and the Web site, while experiencing moderate success, had no real connection to the magazine and no revenues.

It was, noted ZOOM Editor-in-chief **Remco de Graaf**, time for action. Embracing the tenets of the Web 2.0 era—sharing, participating, combining different platforms and, most important, a strong focus on the users—the editorial staff set about transforming its mission.

To read more about how the staff transformed ZOOM see this article on IDG Central.

Macworld

continued from page 1

Apple's participation, shows that are worth everyone's time and money. As part of this commitment to the Mac community, we want to share our thoughts and ideas for future Macworld events and hear ideas and suggestions from you. You are the foundation, the cultural nucleus of this event, and you make it what it is."

The more than 200 Mac faithful in attendance, more than half of whom said they had been to 10 or more Macworld Expos, were not shy about voicing their opinions. Among their suggestions were:

- The ability to preview conference classes online and have those classes priced on a per-day or per-session basis.
- Smaller Macworlds throughout the year in a variety of cities. (Kent noted that Macworld is not committed to San Francisco after 2010 and that it could be "a moveable Macworld.")
- A renewed commitment and support for the Mac gaming community.
- Make user groups more important and visible.
- Extend the community connections and participant interaction through more and larger networking events at the show and online. (Kent noted that a community section had been added to the 2009 Macworld Expo site [http://macworldexpo.ning.com/] and already has 1,700 members.)
- Attendees agreed that they would like to be able to buy more products from show vendors while at the show or at least have a way to support vendors through online purchases made because the vendors had exhibited at Macworld.
- Give the average Mac user, not just the experts, a place to show off their skills.
- One attendee said, "I see a lot of grey hair – and a lot of wisdom – in this room. How are you going to get the next generation of Mac users in the room as well?"

"This is just the beginning of an ongoing conversation," Kent said, providing the e-mail address of a Macworld Expo suggestion box (suggestionbox@macworld2010.com) and announcing that exhibits-only registration for next year's event is currently open and free. "We want to make sure we connect with all levels of Mac users. IDG World Expo stands behind Macworld and its users' interests 100%."

By the numbers

While attendance figures for this year's Macworld Conference & Expo have yet to be audited for IDG World Expo, Macworld Expo VP and General Manager **Paul Kent** said that attendee and exhibitor tallies had increased every year since 2004. Approximately 47,000 visitors came to the 2008 Macworld Expo where there were 400 exhibitors. Kent noted there were 500 exhibitors at last week's show and that organizers had already signed contracts with more than 60 vendors for next year's show, including Microsoft Corp. and Hewlett-Packard Co.

The next Macworld Expo will be held in San Francisco Jan. 4-8, 2010.

noteworthy people

Promotions

Johnson

CXO Media Editorial Director of Executive Programs **Maryfran Johnson** has been promoted into a new dual role as editor-in-chief of CIO magazine and events. Johnson will oversee the strategic editorial direction for CIO magazine and all event content for CXO Media's executive programs, which include four national conferences (CIO 100, CIO Leadership Event, The Year Ahead and CSO Perspectives), plus a number of regional CIO and CSO events. "This combination of print and events editorial will be an incredibly powerful advantage in today's challenging media landscape," said **Michael Friedenberg**, CEO and president of CXO Media. "I'm honored to have this opportunity to directly serve our readers both in print and at our face-to-face events," Johnson said. "This integrated editorial approach will continue to expand CXO's influence and mindshare among senior technology leaders." *mfjohnson@cxo.com*

New employees

IDG Denmark has hired **Gitte Mikkelsen** as an account manager; she was previously a product manager with Rias A/S. She has studied sales and marketing and enjoys exercise, reading and movies. *g.mikkelsen@idg.dk*

Previously an account executive at CBS Radio Boston, **Kristin Dacey** joins **IDG World Expo** as a marketing coordinator for the E3 and Reveal LA events. She holds a B.A. in history from St. Lawrence University in Canton, N.Y., and enjoys travel and visiting friends. *kdacey@idgworldexpo.com*

Nicky Owen joins **IDG U.K.** as a Web developer, coming from similar positions at Rightmove, Lastminute and The Discovery Channel. She has studied database development, server-side programming and design at several London-based schools. Outside of work, she enjoys music, photography, dancing and going to the theater and to art galleries with friends. *nicky_owen@idg.co.uk*

Transfers

Cornelissen

IDC Benelux Research Analyst **Roosmarijn Cornelissen** has moved from Amsterdam to a similar position with **IDC U.K.** in London. She holds an M.S. in organizational psychology from the University of Amsterdam and enjoys painting, reading, sailing and skiing. *rcornelissen@idc.com*

Send information for Noteworthy to world_update@idg.com.

Add your thoughts about online product development, mobile issues, audience development and training

Check out the four employee-authored blogs on www.idgcentral.com. Some of the newest posts include:

- A summary and full report about mobile applications and their popularity for advertising/marketing.
- A case study about an effective multi-channel campaign that including mobile marketing.
- Articles about privacy legislation, relaxing rules about online ad formats, decluttering ESPN.com and a news-delivering Web app.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

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- Laura Kunzmann *IDG Germany*

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- Bernd Weeser-Krell *IDG Germany*

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- Thomas Bergerskogen *IDG Norway*
- Mark Winther *IDC*
- Lee Doyle *IDC*
- Grazia Rovati *Nuov@Periodici Italia*

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- Rebecca Segal *IDC*
- John Gantz *IDC*

23

- Brad Thorpe *IDC*

22

- Anne-Lise Wang *IDC Nordic/Denmark*
- Jean Bozman *IDC*

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- Bob Brown *Network World*
- Ursula Nadador *IDG Spain*

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- Amy Hanania *IDG*
- Kevin Fuller *IDG*
- Birte Matsen *IDG Denmark*
- Gina Steinmann *IDG Switzerland*

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- Lillian Richard *IDG*
- Per Andersen *IDC Nordic/Denmark*
- Sylvie Merkling *IDC France*

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- Claudia Voelk *IDG Germany*
- Jennifer Schlee *IDG Germany*
- Thomas Zirn *IDG Sweden*

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- Donald Young *IDG World Expo*

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- Randi Siegel *IDC*
- Eric Prothero *IDC*
- Barbara Kitzis *IDC*
- David Emberley *IDC*
- Mary Wardley *IDC*

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- Piyush Singh *IDC Center for Consultancy & Research/India*

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- Mustafa Mustafa *IDG U.K.*
- Stan Erhart *PC World*
- Diane Ryczek *PC World*
- Bob Gleason *IDG*
- Morten Christensen *IDG Norway*
- Lorena Vega *IDC Chile*
- Natalia Vega *IDC Chile*
- Eric Owen *IDC U.K.*
- Nancy Taylor *IDC U.K.*
- Patty Chisholm *CXO Media*
- Jeannie Button *IT World Canada*

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- Junichi Saeki *IDC Japan*
- Christine Kohn-Meier *IDG Germany*
- Sabine Prehl *IDG Germany*
- Bruno Voelk *IDG Germany*
- Claudia Pielen *IDG Germany*
- Frank Coelho *Network World*
- Anders Danielsson *IDG Sweden*
- Cecilia Asplund *IDG Sweden*
- Emanuela Cella *Nuov@Periodici Italia*
- Daniele Lazzarin *Nuov@Periodici Italia*
- Cheryl Roy *IT World Canada*

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- Andreas Frenzel *IDG Germany*
- Enkutatash Gubaie *Network World*
- Keith Shaw *Network World*
- Lene Winther *IDC Nordic/Denmark*
- Henrik Sorin Hildebrand *IDG Sweden*
- Brian Pearce *IDC France*
- Mathew Heath *IDC U.K.*

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- Chik Sung *IDG U.K.*
- Markus Schelhorn *IDG Germany*
- Christopher Murphy *IDC*
- Stephen Minton *IDC*
- Deanne Hart *IDC*

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- Martin Bayer *IDG Germany*
- Klaus Hauptfleisch *IDG Germany*
- Julie Bort *Network World*
- Ulrika Halvarsson *IDG Sweden*
- Jason Gould *IDC*
- Lucinda Derby *IDC*
- Melita Marks *IDC*
- Judith Young *IDC*
- Bruce Hollocher *IDC*
- Jonathan Holmes *IDC U.K.*
- Joaquin Hevia *IDG Spain*

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- Cynthia Crow *PC World*
- Matthias Teichmann *IDG Germany*
- Lina Otterdahl *IDG Sweden*
- Ulrika Ullman *IDG Sweden*
- Stefan Krafft *IDG Sweden*

Jonathan Gaw *IDC*
[illegible]atthew Eastwood *IDC*
[illegible]an Vesset *IDC*
Kathy Nagamine *IDC*
Bettina Thomasen *IDG Denmark*
Yuji Nishigori *IDG Japan*
Peter Sayer *IDG News Service*
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Doris Hernandez *IDC*
Wilvin Chee *IDC Hong Kong*
Lucia Bianchi *IDC France*
Mauro Peres *IDC Brazil*
Dorota Chrisp *IDC U.K.*
[illegible]tarzyna Filip-Pasek *IDG Poland*
[illegible]a Stando *IDG Poland*
Andrea Mone *IDG Netherlands*
Nicole Filiatrault *IT World Canada*

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Kathleeen Moran *IDG World Expo*
Steffi Han *IDC Korea*
Dan Jensen *IDG Denmark*
Hirotaka Nishide *IDG Japan*
Angeles Rodriguez *IDG Spain*

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Kazuyuki Ide *IDC Japan*
Sandra Holleber *IDG Germany*
Grant Gross *IDG News Service*
Maartje Elants *IDC Benelux*
Kjell Klausen *IDG Norway*
Ruthbea Clarke *IDC*
Richard Vancil *IDC*
Sahaja Sarathy *IDC*
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Fumiaki Azegami *IDG Japan*
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Susanna Hinds *IDG*
Johannes Hansson *IDG Sweden*
Keith Bagley *IDC*
[illegible]a Lico *IDC Brazil*

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Todd Paris *Network World*
Yury Goldaev *IDC Canada*
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Marius Flückiger *IDG Switzerland*
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Colleen Boucher *IDG*
Sang Seo *IDG*
Paul Kent *IDG World Expo*
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Nando Rodrigues *Now!Digital Business*
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Bianca Kasper *IDG Germany*
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Carrie-Ann Skinner *PC Advisor*
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Rocio Guerrero *PC World*
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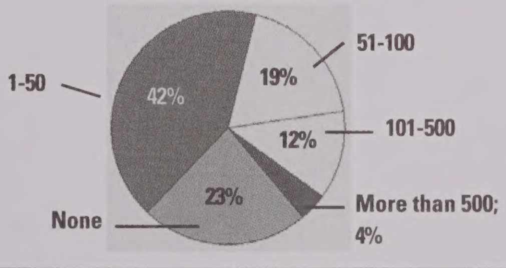
Adam Nielski *IDG Poland*
Vanderlei Ferreira *Now!Digital Business*
Ravi Medha *IDG Global Solutions*
Joel Rodgers *IT World Canada*

All business units are welcome to send anniversary information to *IDG World Update* at world_update@idg.com.

Question of the Week results for Dec. 12, 2008

How many text messages do you send monthly?



Question of the Week results for Dec. 29, 2008

Do you generally make New Year's resolutions?

Yes: 35%
No: 62%

Log on to www.idgcentral.com to vote on this week's question:
When will the global recession end?

celebrating 10!

Name
Rosemary Hattersley

Home
London

Joined IDG U.K.
July 1997 as layout/sub-editor on PC Advisor.

Career path since joining IDG
I became features editor in 2001 and deputy editor of PC Advisor in 2007.

What my job involves
As deputy editor, I commission, edit and plan the print content of PC Advisor along with editor Paul Trotter. I write features, workshops, online news and reviews. Although not primarily an online journalist, I look after the new products section of the Web site and write some news stories and blogs.

Job perk
Getting my hands on the latest BlackBerry handsets, digital cameras and cute laptops.

Most memorable moment at work
Stumbling over a line of empty water cooler bottles and coasting along them in front of the entire office. I guess it taught me not to charge up and down at almost literally breakneck pace.

I joined IDG because
The specific job I took enabled me to combine my writing and editing skills with page layout — and because PC Advisor was a rising star and the new kid on the block in terms of consumer PC titles at the time.

What's kept you at IDG for 10 years?
Having my writing skills recognized and being given the opportunity to develop these while managing such a large part of a newsstand magazine that continues to be successful and that continues to interest me and our readers.

Best way someone could compliment you on your work
Tell me that they'd read my advice on a technology or a product, bought or avoided the product based on that advice and felt that what I'd written had helped them make an informed decision. We're a reviews and practical PC help magazine, after all.

View from my work space
Some fairly anonymous residential blocks and a hotel — but if I look behind me, I get an eyeful of St Pancras. A magnificent sight.

Family
I recently got married to Mark Hattersley, editor in chief of Macworld U.K.

***Rosemary Hattersley** joined IDG Chairman **Pat McGovern** for a dinner at London's Grosvenor House, celebrating her 10 years of service to IDG.*

Latest accomplishment
Climbing a volcano during my honeymoon in the Aeolian Islands last August and riding a camel in rural England, an odd but memorable wedding gift!

Fantasy job
I'd love to write novels and have a place somewhere remote that was best accessed by seaplane.

First job?
Security guard.

Favorite celebrity encounter
Elton John in a Wembley car park in 1984. He was being pursued by a fan who wouldn't desist and was being driven in circles round my uncle's car.

Your last meal would be
A Marmite and cheese panini.

Manager's profile
"Rosie is a real jack of all trades and master of most of them. She started in production and moved on through features writing and editing. Last year she started an online New Products section that has really taken off. She has excellent industry contacts and gets lots of key products first, particularly BlackBerries ... so she's easy to keep in touch with!"
— *Simon Jary, publishing director, PC Advisor*

and finally

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Nikki Causer *IDG U.K.*
Lars Dahmén *IDG Sweden*
Remco de Graaf *IDG Netherlands*
Lennard Hoogenraad *IDG Netherlads*
Charlotte McCormack *IDG World Expo*
Megumi Okamoto *IDG Japan*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Exp E for All, Storage Networking Wo and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

IDG World Update

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WWW.IDGCENTRAL.COM

IDG leaders share thoughts on weathering the downturn

The editors of IDG World Update recently asked several IDG business unit leaders how their teams were responding to the current market challenges and maintaining morale. ***York von Heimburg****, president & CEO of IDG Germany;* ***Michael Friedenberg****, president & CEO of CXO Media/Network World;* ***Kit Gould****, managing director, IDG U.K.;* ***Mihaela Gorodcov****, general manager, IDG Romania;* ***Davy Adams****, managing director, IDG Australia; and* ***Mike Kisseberth****, president & CEO, PC World and Mac Publishing respond below. An expanded version of this interview is available on IDG Central at www.idgcentral.com.*

Kit Gould: *The obvious thing is to communicate with everyone openly and honestly.*

Q What is your business unit doing to be of more service to customers during this slowdown in the market?

Von Heimburg: We are staying very close to the customer and putting together new innovative cross-media packages to attract our customers with a more channel-oriented strategy of print, online and events within our B2B brands.

Friedenberg: At CXO Media/Network World's foundation is our focus on the customer — listening to what their challenges are and bringing our resources to bear on those challenges. Through this consultative approach, we are able to tailor custom programs using the multiple media at our disposal, based on their goals and budgets.

Gould: It is crucial to maintain the highest possible share of voice with our customers and to communicate even better than normal in these times. We have recently refocused our market coverage to provide single contact points with the key personnel at ad agencies, which allows us to spend more time with our contacts and delve deeper into their clients' marketing challenges and better develop proposals that fully achieve their objectives. We have also placed more of a focus on maximizing revenues into IDG U.K. rather than looking at things on a pure brand-by-brand basis.

Gorodcov: We are an emerging market, but in 16 years we have built very strong PC World, Computerworld, Network World and events brands, so all we have to do is invent other services and projects using our strengths and reputation. At the same time, it is vital to better understand the needs of the IT companies and their specific targets; then

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IDC sets standard for IT disposal with GRADE certification

With last July's announcement of the first five recipients of a new Green Recycling and Asset Disposal for the Enterprise (GRADE) certification, IDC established what has fast become the industry standard for IT Asset Disposal (ITAD). This month, the company announced an additional four companies have received the certification with more in the pipeline.

The GRADE certification program was developed by **David Daoud**, research manager, Personal Systems, and **Jonathan Guloyan**, VP marketing, in response to customer demand for help in selecting reputable vendors to handle their PC and other IT hardware retirement needs. Driven by expanded regulations, fear of security breaches and concern for the environment, companies are increasingly looking to adopt sound ITAD practices that rely on the use of third-party professionals with proven expertise,

SCOOTER JOYCE

L-R: IDC VP Marketing ***Jonathan Guloyan****, Analyst* ***Joe Ferrantino****, Research Manager, Personal Systems* ***David Daoud*** *and Senior VP of Research* ***Vernon Turner****.*

skills and capabilities, Daoud said. "We believed that the ITAD market needed some basic standards that would address compliance through proper data security and environmental stewardship and

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in brief newsworthy

IDC's Kevin Kane, Alex Motsenigos earn James Peacock research award

IDC's annual presentation of its most prestigious research accolade, the James Peacock Memorial Award, took place Jan. 21 as a roomful of employees eagerly awaited the announcement from IDC President & CEO **Kirk Campbell** and IDG Chairman **Pat McGovern**. **Kevin Kane**, director, Investment Research, and **Alex Motsenigos**, program director, Services Market Research, earned applause from the crowd this year, followed by a collective toast.

SCOOTER JOYCE

From left: ***Kirk Campbell, Alex Motsenigos, Kevin Kane*** *and* ***Pat McGovern*** *at last week's Peacock Award ceremony in Framingham, Mass.*

McGovern established the Peacock Awards for exceptional research quality in 1985 to honor the accomplishments of Jim Peacock, an IDC vice president for 15 years until his death in 1981. The award recognizes the employees who best follow Peacock's example of professional excellence in organizing, conducting and completing research effectively and on time and successfully communicating the results of that research to IDC clients. IDC's vice presidents and senior vice presidents nominate employees for the award, and Campbell makes the final selections.

Initially with IDC from 1998 to 2004, Kane rejoined the company in 2006 to lead its Tech Investor research practice. "Kevin works very hard to serve what is perhaps IDC's most demanding client base," read his nomination. "These clients have the least time and interest in sifting through irrelevant information. Not only is the research tight, relevant and clear, but each e-mail delivering a new piece of research conveys the key findings in an easy-to-read format." Kane's three-person group has grown the start-up business from zero to $3 million in bookings in two years, and "during this catastrophic financial crisis, Kevin and his team are winning more clients than they are losing."

Motsenigos, who joined IDC in 2000, established himself early on as the go-to person for any kind of vendor modeling or financial tracking, according to the nomination. In 2005, he was given responsibility for the Services Contracts Database (SCD), which had just four clients. He completely overhauled the database's platform, "working collaboratively with IT, management and other analysts to provide a vision of what real deals information could provide to clients, other IDC analysts and the financial community." The result was a new platform launched last year, and, bolstered by a new data-collection process based in India that he initiated, the SCD is now sold successfully around the world, with more than a million dollars in sales and 27 clients. The SCD platform and processes will be the basis of a revitalized Software Contracts Database that will launch later in 2009.

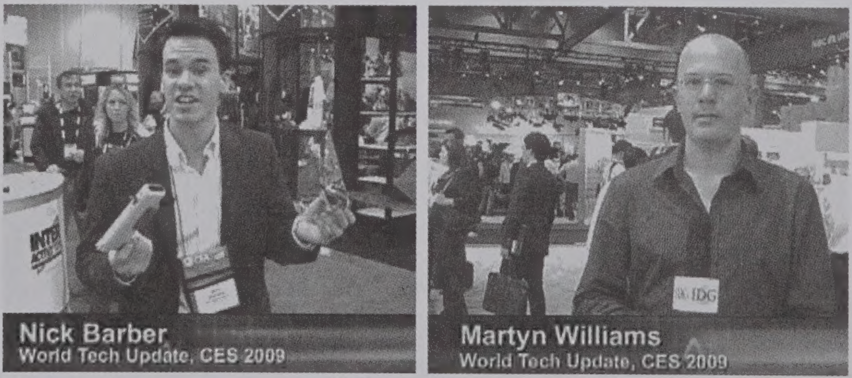
For more information on the Peacock Awards write to Group Operations Coordinator ***Brenda Casey*** *at bjcasey@idc.com.* WU

Past Peacock winners

Current employees who are previous Peacock honorees: Mark Winther, Lloyd Cohen, Rebecca Segal, Richard Villars, Lee Doyle, Crawford Del Prete, Angele Boyd-Myers, Henry Morris, Pim Bilderbeek, Brian Clarke, Carol Glasheen, Janet Waxman, Dennis Byron, Carl Olofson, Ray Boggs, Melanie Posey, Susan Feldman, John Daly, Rich Vancil, Amy Mizoras Konary, Luisa Bordoni, Danielle Levitas, Mark Levitt, Al Gillen, David Reinsel, Mike Gerard and Cindy Borovick.

IDG News Service's CES-based World Tech Update rates high on YouTube

IDG News Service Video Producer **Nick Barber** and Tokyo Bureau Chief **Martyn Williams** joined forces to create a total of 37 videos at this year's Consumer Electronics Show (CES). The two devoted both the Jan. 8 and Jan. 15 editions of World Tech Update to coverage of products and news from the show.



Nick Barber *and* ***Martyn Williams*** *produced almost 40 videos at this month's CES.*

When Macworld posted the Jan. 8 show on its YouTube channel, it became one of the most popular videos on the site that week with more than 160,000 views. YouTube featured the video on the Science and Technology channel in 24 countries, landing it among the top 10 "Most Viewed."

Williams cited two reasons for the video's success on the Macworld site. "First of all, people are interested in what goes on at CES," he noted, but just as important, he said, was the speed with which Macworld posted the show. "They got it on their site the next morning [IDGNS posts World Tech Update each Thursday evening] while CES was still in progress and interest was high," he noted.

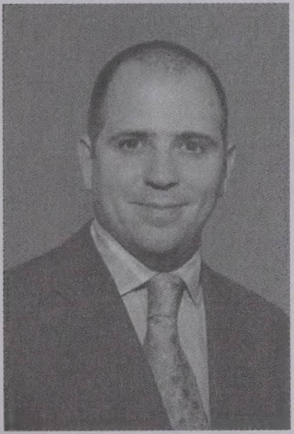
Barber has also launched a Twitter feed — WorldTechUpdate — to let viewers know what will be coming up on each week's show, to post links to the current week's show and to provide a way for viewers to respond and/or ask questions.

In the coming weeks, and to coincide with its one-year anniversary, the show will relaunch with a new graphics package and updated look.

Write to nick_barber@idg.com or martyn_williams@idg.com. WU

one on one the interview

Paul Calento
As SVP/Strategic Development at Computerworld, InfoWorld and ITworld, Calento develops new lines of business through the development of new categories (cloud computing, virtualization, SOA) and media types (video, podcasting, mobile). Reach him at paul_calento@infoworld.com.



> *"The combination of brand-produced video, IDG News Service video, vendor video advertorial, and webcast content, along with robust video players from companies like Brightcove, allow media companies to create next generation cable-style channels at a fraction of what it used to cost."*

Q What are the primary considerations when approaching multimedia?

A Separate "vision" from short-term "execution." Like most forms of multimedia in a tech media context, video for the sake of video will yield modest page views and tepid advertising program performance. Programs need to be focused around audience interest (like virtualization) or points of pain (like managing multiple sites with few resources) and integrated with similar context in other media (promotions in online articles and co-marketing in print pubs if available).

Q What defines a successful multimedia program?

A 1) Speed to market. 2) Specificity. 3) Scale.

Q You mentioned "vision" earlier. For video, where do you see it going?

A The barriers of entry to video creation and distribution (even with a professional look and feel) are lowering. Plus, video on the Web is becoming much more than just clips on our sites or on YouTube. The barriers to creating a broadcast-style 24-hour video site (eventually) are low, as are those limiting our ability to push the content to various devices, living rooms and (for b-to-b sites) corporate conference rooms. The combination of brand-produced video, IDG News Service video, vendor video advertorial and Webcast content, along with robust video players from companies like Brightcove, allow media companies to create next-generation cable-style channels at a fraction of what it used to cost. Now, that's the vision, but we need to get there in steps. And while sharing a vision can get you in the door to sell a program, you need to sell a program that advertisers are prepared to buy today, not two years from now.

Q How can IDG business units begin to immediately monetize video?

A The first step is to look at what you're already doing and take an inventory of what you have available. You'll usually find that in addition to your own video, advertisers have developed their own, hoping for a viral effect that never happened. IDG can help. Make sure your assessment includes Flash-based content (users and advertisers view these as video), videos produced for trade shows or award programs, as well as webcasts. To the tech buyers who rely on our content and advertisers looking to connect with them, video is often defined by them as anything visual. Don't get caught up in what's video and what's not. For example, screencasts and animations count as "video." When taking this approach, most IDG businesses will find they are sitting on a great deal of content. Plus, it's likely there are a couple of editorial passion programs that your team is already doing, because they're interested in using the technology and have done so just because of their personal interest. Expose these programs and package them to advertisers.

Q What's an example of this?

A InfoWorld's InfoClipz, which are animated Flash videos explaining various types of technology categories. They have been monetized both in the U.S. by InfoWorld, as well as globally through the efforts of IDG Global Solutions. Screencasting is another example.

Q What's the next step?

A Take an editorial approach to video and apply that to custom programs. At InfoWorld, the result was a custom version of InfoClipz, called InfoBriefs, for sponsored video white papers. The three-minute videos bill at $15,000 each (which includes posting for 12 months, allowing vendors to post it on their own site) before promotions elements, such as distribution in an IMU banner (sold on an impression basis) or lead gen (sold on a CPL basis), which cost extra. Animations are out-sourced but are written using in-house custom solutions experts. Total costs are about $4,000, producing a solid margin.

Q After video white papers, how do you further scale a video initiative?

A Expand your custom offerings to additional price points. In addition to animated InfoBriefs, we introduced a new product, InfoDecks, based on a need identified by IDG Corporate Sales. They are essentially the InfoBrief/InfoClipz-style images without the animation, much like a PowerPoint deck. These programs start at $8,000 each, before additional promotions elements, with typical expenses under $1,000. We've also produced a custom version of our editorially-driven screencasts, which we call InfoDemo. These utilize screen capture software with professionally produced audio narration. And from a distribution standpoint, we're creating ways to distribute these videos via RSS and through iTunes as video podcasts.

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Managing the downturn

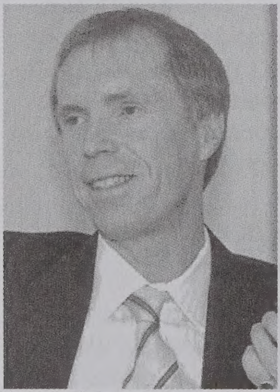
continued from page 1

we can create customized projects and services to meet their requirements. For the SMB market sector, we recently proposed a series of monthly events under the Computerworld Romania brand that will analyze vertical markets (manufacturing, transportation, etc.) and the major software solutions (ERP, EAS, security, business intelligence, etc.) and how they can benefit SMBs. Around the PC World brand, we've created some "green" events at local universities that will also offer IT companies the chance to recruit new, young employees.

***Davy Adams**: Going the extra mile is really important — not just paying lip service to it, really doing it.*

Adams: Going the extra mile in times like these is really important — not just paying lip service to it, really doing it. For example, helping out smaller clients with their creative, especially online, can be the difference between getting a deal and losing it. Creative costs can be ridiculously high, and many clients don't have the additional resources, budget or expertise to convert a campaign into flash animation, for example. We've also found business designing microsites for local clients that have no control over their centrally planned U.S. sites but need to run local campaigns.

Q What kinds of non-advertising revenue streams are you pursuing?



***York von Heimburg**: Stay tuned in, and don't panic. Show your clients and staff how steady you are.*

Von Heimburg: Within all our brands we are offering our customers a lot more custom projects. We've been active in the B2C arena for years. We've put together a database for Lufthansa and fill it monthly with information, supplied by Lufthansa, on business class meals. We also offer services such as organizing educational seminars, designing Web sites, producing videos or TV spots and creating brochures and special print products, especially within our IDG Entertainment division.

Friedenberg: The CIO Executive Council is an excellent example of non-advertising revenue. Participants — CIOs — pay an annual fee for this advisory service. They gain access to their peers, participate in teleconferences on specific topics for shared learning, attend face-to-face events, etc. CSO is producing a quarterly paid newsletter called "Security Smart," which provides security awareness tips for non-security employees. Our media sales organizations are continually reaching deeper into organizations to unearth unmet marketing needs and find pockets of non-traditional marketing dollars, such as partner alliance dollars. Network World's DEMO conferences — two in the U.S. and one in China — are unique events in that they are able to generate a significant percent of revenue from the 70 companies selected to launch new products at each event.

Gould: We have targeted three areas outside the traditional ad revenue streams. Regarding content syndicatio[illegible] we are in discussions to provide a more economical way for third-party sites to house relevant content from IDG U.K.'s sites and editorial teams. Some proposals are straight revenue deals; in others we look to gain from linking back to our site. We are also pushing heavily in areas that do not appear to be showing signs of decline. The clearest example is lead-generation revenues, which are currently up 37% from last year. We are often able to spin our core lead-gen offering out into a range of additional solutions, which enhance the generation of leads for our customers and deliver high-yielding incremental business back into the individual sites. Finally, we have established the IDG TechNetwork where we are able to use our sales power and contacts to represent many high-value but smaller technology sites that are not able to interface effectively with clients and agencies. In November this attracted more than $40,000 in additional revenue.

Gorodcov: We are masters at tapping into non-traditional budgets, due to the fact that, being an emerging market, the big brands often do not include Romania in their global campaigns. IBM, Microsoft, Oracle and Dell are our best clients, but we have not had even a square centimeter of advertising from them over the years. However, we've done many projects with them, always a mix of print, events, white papers, online, customized e-newsletters and many other things.

***Mihaela Gorodcov**: We are masters at tapping into non-traditional budgets.*

Kisseberth: Our product capsules, which allow for the posting of vendor content, are gaining a lot of interest and opening new doors with the largest tech accounts. Macworld's Super Guides have been a big hit, and, given that success in charging for our content, we are going to begin charging for select content on Macworld.com.

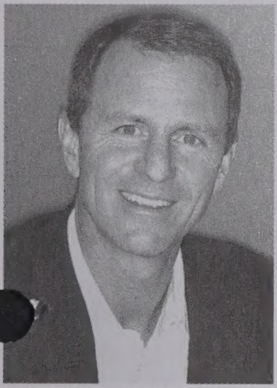
Q How do you motivate and maintain morale among staff during times like this?

Von Heimburg: Stay tuned in, and don't panic. Show your clients and staff how steady you are, and do not irritate them. Follow a clear strategy, stay close to the customer, create new products and control your costs intensively.

Gould: The obvious thing is to communicate with everyone openly and honestly. Everyone knows that times are extremely challenging, and I have been encouraged by how readily people accept and support the measures we have had to implement. Despite the current difficulties we strive to recognize individuals' contributions even more, as outstanding achievements now tend to require even more industry and inspiration than in more buoyant times.

Gorodcov: Positive thinking is a must! We have weekly [illegible]efings with the entire staff on the status of projects, short-term strategies and reports. We hired an HR consultant to help us keep communication smooth. We stress participation and responsibility and how we are a part of a very important, fundamental change in business models. If life was simple and linear none of us would have the chance to learn anything.

Adams: Providing clarity on jobs is paramount. We had to make some difficult staffing choices in October, so emphasizing that we have no intention to cut further was important. We have a recognition program called the IDG Superstars that ran in December with awards for staff who'd gone above and beyond. And just before the holiday break, we had a firm called Three-Minute Angels come through to offer massages to all staff.



Mike Kisseberth: *We continue to make deep, fundamental changes to the technology driving our Web sites.*

Kisseberth: Our focus has been on developing a plan to grow our business that requires the best effort of everyone who works here. Then our job is to communicate the plan, communicate our progress against the plan and clarify how individual roles contribute to the success of the plan. This gives employees clarity as to why they come to work every day, which — in good times or bad — is key to continued employee engagement and satisfaction.

Q Are there any upsides to a down market?

Von Heimburg: We are making every effort to find still more synergies in our company. We have a great staff with great knowledge, which is sometimes too decentralized. So we try to group people with similar knowledge. We have installed three knowledge centers — CRM, lead generation and e-commerce and syndication — so we can implement the right solutions across the whole company faster.

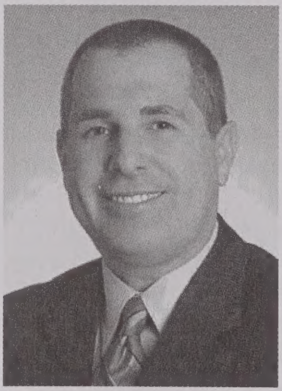
Friedenberg: The area that provides our brands with the biggest potential in a down market is our customers' trust in our quality. With limited dollars to spend, customers will consolidate the number of partners they work with and look to those trusted partners to help them accomplish more. To be the chosen media partner, it is vital that we be more strategic and aligned with our customers and be innovative, providing new and exciting products to help our customers succeed.

[illegible]uld: We are seeing a general 'flight to quality,' and the hard work of recent years in developing our existing products and introducing a strong B2B portfolio has secured our standing in the UK. PC Advisor, Macworld and our combined enterprise portfolio have all secured a clear No.1 position in their respective ad markets. Another upside that has emerged is our increasing focus on the transaction. All our sites have been on a mission to facilitate the buying of products through our Web sites, and we spend a lot of time helping to drive revenues through to our customers, knowing that this is the best way to ensure that they will increase the share they spend with IDG.

Adams: It shakes things up. You have to lift your game even further, and the economic situation inevitably knocks out weak competitors. As the longest standing media company in our space we have a real edge as a stable company that gets on with doing what it does and doing it well.

Kisseberth: It forces you to focus on those things that will both allow you to survive through the downturn and position you to come out stronger on the other side. We are making decisions quickly but thoughtfully and are lucky to have a management team that is highly unified in where we want this business to go. I am a firm believer that a strong, unified management team can tackle any business challenge, and having one is a rare and distinguishing competency in any business climate.

Q What are you doing now to be in the strongest possible position when the market recovers?



Mike Friedenberg: *Our goal is to stay to close to our customers, be first in the door and produce innovative products of the highest quality.*

Friedenberg: We are fortunate to be part of a mission-based organization, and that allows IDG to have a long-term view of the market. IDG's shift in focus to an online and events company has put us in a stronger position to face the current market conditions. Our goal at CXO Media/Network World is to stay to close to our customers, be first in the door and to produce innovative products of the highest quality. We are launching new products such as the CIO eBook program, the Network World "Masters of..." program and revamping and retooling other programs such as the Network World Product Guides (formerly Buyers Guides).

Kisseberth: We continue to make deep, fundamental changes to the technology driving our Web sites.These changes have already had a dramatic impact on our traffic, and we are still in the infancy of where we want to take things. Beyond the technology, we are also driving dramatic innovation against our editorial processes so we can take full advantage of our ever-improving technology platform. Finally, we have completely overhauled our sales and marketing organization so we can scale quickly as we grow our business. WU

An expanded version of this article is available on IDG Central.

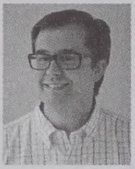
noteworthy people

New employees

Guerra

IDG WORLD UPDATE

Previously an account manager for UBM's Everything Channel, **Lauren Guerra** joins **Computerworld** as an Integrated Programs account director. She holds a B.S. in marketing from Santa Clara (Calif.) University, enjoys restoring and refinishing antique furniture and recently climbed Half Dome at Yosemite National Park. *lauren_guerra@computerworld.com*


Robey

IDG Tech Network has hired **Josef Robey** as director, Syndication. He was previously with NBC where he was director, Digital Distribution. He holds a B.B.A. in marketing from the University of Texas/Austin and enjoys cooking and music. *josef_robey@idgtechnet.com*

Lundquist

IDG WORLD UPDATE

Eric Lundquist is **Computerworld/InfoWorld**'s new content director, New Media Product. He will be working with IDG media teams to create new focused content sites that deliver information about timely business technology topics and ideas as well as contributing his own commentary and analysis. He was previously with Ziff Davis as editor-in-chief of PC Week and then eWeek. He holds a B.A. in history from the University of Massachusetts/Amherst, and an M.S. in journalism from Boston University and a graduate certificate in management and administration from the Harvard University Extension School. He is the founding director of the Lawrence (Mass.) Youth Soccer Association and a member of the Merrimack Valley Transportation Management Association, a group that develops cycling alternatives to commuting by car. *eric_lundquist@computerworld.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Returning employees

Weatherford

Previously VP of client development at a custom marketing research firm, **Trace Weatherford** returns to **IDC California** as director, Custom Solutions with the Sector West group. In her previous IDC role she was director, Custom Solutions with IDC's Enterprise Majors group. Outside the office she enjoys "writing, reading all the books I can get my hands on, caffeine (ever hear of latte art?), poker, comic books, fantasy and sci-fi novels and movies." She was recently the featured opening poet for a songwriters' showcase in Long Beach, Calif. She has also been selected for the Leadership Orange program, a 10-month leadership training program in which Orange County, Calif., participants receive training on issues important to county residents and businesses including education, health, human services, government, culture and recreation, economic development, community leadership and the judicial system. *tweatherford@idc.com*

IDC France relocates

IDC France moved to a new office in late December 2008. The new contact information is:

13 rue Paul Valéry
75016 Paris, France
Tel: +33-1-56-26-26-66
Fax: +33-1-56-26-26-60

Didier Krainc, general manager
direct tel: + 33-1-56-26-66-61

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27

Renee Pierce *IDG*

22

Claudette Sears *IDG Research Services*

21

Mary Wardley *IDC*

20

Miriam Karlin *IDG*

19

Marcel Warmerdam *IDC Benelux*

18

Gary Koch *IDC China*
Kazimierz Szot *IDG Poland*

16

Shane Rau *IDC*
Laura Nurzynski *IDC*

15

Andrea Kirchmeier *IDG Germany*
Cathy Garland *IDG*

11

Kevin Ebmeyer *CXO Media*
Mike Barbato *Enterprise Services Group*
Scott Moore *IDC Hungary*
Manuel Pastor *IDG Spain*

10

Matt Yorke *IDG Corporate Sales*
Tracy Yee Vaught *PC World*
Sandra Machnik *IDG Germany*
Daniel Sjöholm *IDG Sweden*

9

Margaret Dings *IDC*
Hannah Richardson *IDG Australia*

8

Kazuo Aida *IDC Japan*
Shari Redan *PC World*
Karen Moser *IDC*
Howard Dahdah *IDG Australia*

6

Sigrid Falkner *IDG Germany*
Cecilia Löwenadler *IDG Sweden*
Mike Gee *IDG Australia*

5

Danielle Tetreault *CXO Media*
Stacy Sudan *IDC*
Akiomi Koike *IDG Japan*

4

Susan Murray *CXO Media*
Kevin Barden *PC World*
Gary Crandall *IDG*
Jason Holman *IDC*
Veryl Wilcox *IDC*
Jill Feblowitz *IDC*
Reuben Miller *IDC*
Winnie Jang *IDC Korea*
Brian Joseph *IDC Malaysia*

3

Lisa Glover *IDG Global Solutions*
Dexter Siglin *CXO Media*
Masako Fujita *IDC Japan*
Rikard Bergqvist *IDC Sweden*
Alison Brooks *IDC Canada*
Rene Hinojosa *IDC*
Matthew Davis *IDC*
Thomas Zhou *IDC China*
Terry Hou *IDC China*
Nicola Halpin *IDG Australia*

2

Erica Foster *CXO Media*
Kevin Zhang *Online Publishing Group*
Angela Forgione *IDC Canada*
Kenneth Ross *IDC*
Serena Shang *IDC China*
Nielse Jiang *IDC China*
Adolfo Becerril *IDC Mexico*
Alejandro Valdes *IDC Mexico*
Joanna Golaszewska *IDG Poland*
Tsutomu Suganuma *IDG Japan*
Alfonso Casas *IDG Spain*
Nori Richens *IT World Canada*

1

Melissa Fremeijer *IDC Benelux*
Matt Knuth *CXO Media*
Russell Fairhurst *CXO Media*
Darren Gladstone *PC World*
Thomas Karnehammar *IDG Sweden*
Felipe Rego *IDC Australia*
Jason Leung *IDC Australia*
Chin See Chew *IDC Malaysia*
Chin Hoi Eu *IDC Malaysia*
Frederik Danvig *IDG Denmark*
Rintaro Tachibana *IDG Japan*
Christopher Guest *IT World Canada*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDC GRADE certification

[illegible]ntinued from page 1

best practices in operations," he explained. "IDC is absolutely the strongest company in the area of ITAD research and advisory and is therefore the company best equipped to establish the right standards. The IDC brand is phenomenal and that carries enormous weight in the market.".

Certification, which takes a minimum of three months, comprises three main phases, Guloyan explained.

Step one: Companies interested in receiving GRADE certification fill out a preliminary questionnaire that helps IDC determine if the organization pre-qualifies for the certification. Companies that pre-qualify will move on to the second step; those that do not will receive a brief written assessment indicating specific areas that need improvement.

Step two: The second step involves direct engagement with an IDC analyst through a more in-depth assessment of the candidate company's internal processes across 34 variables grouped into six categories including Web-based assessment application, onsite services, reverse logistics, product processing, remarketing and reporting. As part of this process, an IDC analyst will hold a series of interviews with the company's management, customers and partners as well as conduct an onsite visit to the company's facilities.

[illegible]ep three: Companies that qualify for GRADE certification will be incorporated into IDC's database of certified providers. IDC grants these companies the right to use the written statement of "IDC GRADE certified" in press releases and other limited uses. In addition, companies have the option of purchasing a marketing package valid for one year to leverage the certification.

The five companies that received initial certification last July were HP, Dell, IBM, Intechra and Redemtech. This month Converge, Insight Enterprises, TechTurn and GE Capital earned certification.

"The program has exceeded everyone's expectations and continues to grow," Guloyan said. "The program has generated more than $250,000 — some from companies we have never done business with before — and spawned at least 75 news articles. Without any outbound marketing, we have had more than 40 companies call us and ask how they become certified. We have even had vendors call us saying they have no idea who IDC is, but their clients are telling them they need to be GRADE certified to win the business."

For more information, contact David Daoud at ddaoud@idc.com or Jonathan Guloyan and jguloyan@idc.com.

IDC targets international expansion of GRADE certification

Based on the initial success of the Green Recycling and Asset Disposal for the Enterprise (GRADE) certification, its developers, **David Daoud**, research manager, Personal Systems, and **Jonathan Guloyan**, VP marketing, are looking to expand the program internationally as well as into the consumer space. "Since many of the companies that require IDC GRADE certification in their RFPs are global, we see strong demand for a more global roll out of GRADE certification," Daoud said. "Most of the existing companies that are currently U.S. GRADE certified are also requested by their customers to help them internationally, but global standards are not there yet and so we plan to fill the void in the future. The consumer market is a tougher environment for us given that there are no reverse logistics and recycling standards yet, but we are thinking about it and are hoping to contribute in establishing standards." And, he added, "we are working hard to take the GRADE message to our end-user customers, including talking about it during the upcoming [April 2] IDC Green IT forum in New York."

One on one

continued from page 3

Q Any tips and tricks for success to get started?

A Start by showing advertisers your best editorial videos, and theyll come back with ideas ... ideas they're willing to pay for. Consider organizing a marketing breakfast around this topic. On your site, it is easier to bring video to your audience than bring your audience to the video. Consider distributing video within your stories (blog-style) and advertiser video in-banner, where the video is distributed within an ad unit. Computerworld U.S. has technology that can be licensed by various business units for this capability if you don't have it.

[illegible] How do video aggregation sites, like YouTube, fit into this strategy?

A Believe it or not, they don't hurt, although they are difficult or impossible to monetize. At least one of the InfoBrief sales came from an advertiser that saw one on the InfoWorld YouTube channel first.

Q What does a typical program sold to advertisers look like?

A We start first with a central component, like a video white paper, and use the "innovation acceleration" pricing model. It includes: 1) "The Obvious,"in this case the central video component; 2) "The Measurable," which is distribution of the asset(s) within existing frequency based communications like e-newsletters; 3) "The Nice to Have," specifically exposure into the co-marketing to get to a target level of views; and finally 4) "The Got to Have,"which is banner advertising in all of the areas the program is running. The result is a program that includes speed (core assets take less than three weeks to develop), specificity (they are focused on a narrow topic area and/or point of pain) and scale (through the multidimensional program) that the competition just can't match.

celebrating 10!

Name
Karen Blythe

Home
Feltham, Middlesex, England

Joined IDG Global Solutions U.K.
1995 as a Receptionist.

Career path
Receptionist, Production Manager, Sales Support Manager, Project Manager/Client Services, Associate Director,/Program Delivery.

Most challenging part of your job
Making sure we get back to all the countries, taking into account the time difference, and making sure the client gets value for money and the best service available.

Best part of your job
The fact that every day is different and brings new challenges.

Career hightlight
Being at IGS when we broke even.

I joined IDG Global Solutions because...
I thought it was an up-and-coming company, and I have not been proved wrong.

What's kept you at IDG for 10 years
The people.

Best compliment you ever received on your work
"We could not have done it without you!"

One thing you've learned during your tenure at IDG
Don't try and reinvent the wheel; share your knowledge.

What I'm doing to be a better employee
Sharing the knowledge I have.

Family
Partner Stuart Huntingford; daughter Megan, age 8.

What ability do you wish you had?
Wish I could sing and dance and paint, but not at the same time, obviously.

Dream destination
Hawaii

Last good deed you did
Saw a pregnant lady struggling with a heavy box about to cross a busy road, and I asked if I could help.

First job and what it taught you
Assistant in a shoe shop. It would never be a job for life; I needed something more challenging where I'd never know what each day would bring.

IDG Chairman ***Pat McGovern*** *hosted IDG Global Solutions U.K.'s* ***Karen Blythe*** *at a dinner honoring her years of service to the company.*

Favorite gadget
A camera so I can remember special moments.

Luxury item you can't live without
Lipstick

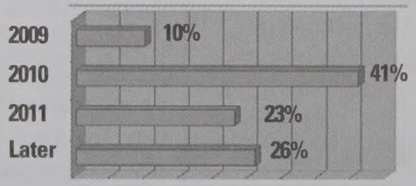
Retirement dreams
Get a big RV or camper van and see the world.

Manager's profile
"Karen is one of the longest-serving members of IDG Global Solutions in the U.K. and has had the experience of working within various roles throughout the office. She is an essential member of the International Sales department and is always willing to support others, her commitment level is outstanding. Karen is known and respected throughout the industry by clients and agencies alike and is a true asset to Global Solutions."

— *Christina Briscoe, director, International Sales, IGS*

Question of the Week results for Jan. 12

When will the global recession end?



Log on to www.idgcentral.com to vote on this week's poll:
How many times a week do you eat lunch at your desk?

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Davy Adams *IDG Australia*
Debbie Bernardi *IDC*
Paul Calento *CW/IW/ITWorld*
Brenda Casey *IDC*
David Daoud *IDC*
Mike Friedenberg *CXO Media/Network World*
Mihaela Gorodcov *IDG Romania*
Kit Gould *IDG U.K.*
Jonathan Guloyan *IDC*
Mike Kisseberth *PCW/Mac Publishing*
York von Heimburg *IDG Germany*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, E for All, Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

IDG WorldUpdate

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VOLUME 39, NUMBER 6

PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG World Update is poised for an online-only trial in March. To make sure you receive your PDF, see details on page 2.

CIO launches Pakistan's first tech-focused video channel

Site helps raise profile of country's business sector regionally, globally

CIO Pakistan last month launched the country's first technology-focused video channel with a goal of giving the local ICT market a face (and voice) both regionally and globally. The new site, CIO Pakistan WebStudio, serves as an extension of the popular CIOPakistan.com site and currently features six regular video programs, as well as a growing lineup of podcasts, blogs and photographs. There's even a very popular Blooper Reel that appears regularly and features humorous outtakes from the regular programming. The programs are primarily recorded at CIO Pakistan's in-house studio and are hosted by or feature some of the most senior professionals in the local industry.

CIO Pakistan Editor-in-chief ***Rabia Garib*** *(center) is pictured in the company's new Web studio with Jehan Ara, president of P@SHA, and Faraz Hoodbhoy, founder of PixSense.*

The site is serving an important role in raising the profile of the local ICT market among a global audience, noted **Rabia Garib**, editor-in-chief, CIO Pakistan. "Roughly 80% of the local market falls into the small- and medium-enterprise sector," Garib explained. "Most of these companies don't have large marketing or promotional budgets and are stuck in a vicious cycle where if they don't get the word out, they won't get the business. We help bridge this gap

continued on page 4

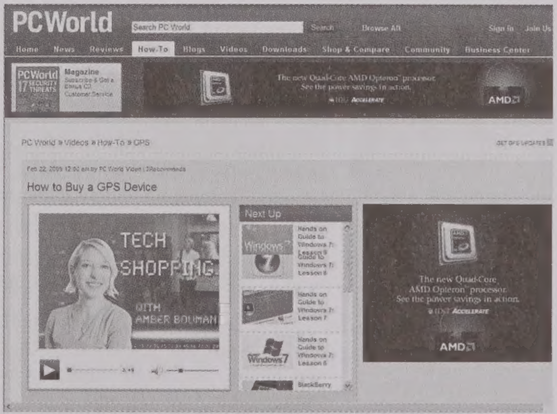
PCW launches comprehensive, integrated buying guide series

Building on the success of two online how-to-buy videos, PC World this month launched a series of how-to-buy guides that will appear both in print and online. The first print guide — "How to Buy a GPS" with a list of the top five GPS devices — is in this month's issue. It is an add-on to a video posted in December on how to buy a GPS (http://tinyurl.com/c22fhs) as well as one on how to buy a cell phone.

"PC World has always focused on products, with a particular concentration on reviews," said Editorial Director/VP **Steve Fox**. "The natural complement to that kind of information is a buying guide with advice on what to look for in a specific category and how to buy it. We have created buying guides before, but in the past, we hadn't committed to covering all the key tech areas, nor had we conceived of our efforts as part of an integrated package with print and online."

Fox said the print buying guide is abridged — "stripped to just the essentials" — and comes with a Top 5 or Top 10 buying tips chart. "Online, however, we can have a slightly extended version, alongside the how-to-buy video and links to all the relevant reviews," he said, adding that the videos are intended

continued on page 5


PCWorld
Search PC World
Search
Browse All
Sign In
Join Us
Home
News
Reviews
How-To
Blogs
Videos
Downloads
Shop & Compare
Community
Business Center
Magazine
The new Quad-Core AMD Opteron™ processor. See the power savings in action.
AMD
PC World » Videos » How-To » GPS
How to Buy a GPS Device
TECH SHOPPING WITH AMBER BOUMAN
Next Up
Hands on Guide to Windows 7: Lesson 7
Hands on Guide to Windows 7: Lesson 6
BlackBerry

PC World plans to cover "all the key tech areas" — including monitors, digital cameras, hard drives and more — with its integrated print and online how-to-buy guides, which will accompany the current guides on buying a cell phone and a GPS, shown above.

Inside this issue

IDG World Expo's Mary Dolaher honored by Women's Image Network *page 2*

OPG's Tom Pimental has 4.5 crazy ideas to save publishing *page 2*

One on one: IDG Global Solutions' Christina Briscoe describes the new online toolkit *page 3*

Celebrating 10: China Network World Editor Wen Shan and IDC's Chris Dawe *pages 7,8*

Dolaher honored for advancing gender equality in gaming industry

IDG World Expo CEO **Mary Dolaher** was named the inaugural Interactive Industry Achievement Honoree at the 2009 Women's Image Network (WIN) Awards.

Dolaher

The award honored her contributions to the video game industry, including leading E3 Expo for more than a decade, creating the consumer-focused E for All Expo and contributing to the development of "Into the Pixel," an exhibition of video game art (www.intothepixel.com).

The ceremony took place last week at the Avalon Theatre in Los Angeles. IDG Communications CEO **Bob Carrigan** was on hand to introduce Dolaher to the audience.

"The Women's Image Network's goal of highlighting the efforts of those individuals who choose to promote gender parity through their creativity and leadership is an important one, and I am honored and grateful to have WIN recognize my work in the video game industry," Dolaher said.

More details at www.thewinawards.com.

World Update plans online-only experiment during March

For four weeks during March, IDG World Update will suspend print publication and every employee will receive the newsletter as a full-color PDF file. Following this trial period, employees will be asked for feedback via an online survey.

The editors are committed to ensuring that World Update reaches all employees in a reliable and timely fashion. While U.S. employees typically receive their print copies of World Update within two or three days of publication, that is not the case for virtually all non-U.S. employees. In addition, the PDF version will include color photos, and all URLs and e-mail addresses will be live links.

Finally, eliminating print would result in significant cost savings as we reduce our use of paper and eliminate postage costs. Employees who want to read World Update as they commute to work or share a particular issue with family can print the issue from their desktop.

Following this trial, printing of World Update will resume while we evaluate your feedback. Should you wish to continue receiving the PDF at that point, simply send a note to world_update@idg.com.

The source of the PDF mailing list is the online IDG Directory on www.idgcentral.com. Please visit the IDG Directory on IDG Central or via Notes, and if your name is not listed or the e-mail address is incorrect, write to victoria_shoemaker@idg.com with your name, title, business unit, direct-dial phone number and e-mail address.

Employee blog: Driving Innovation

***Tom Pimental**, director of online product development at Computerworld, InfoWorld and CXO Media Network World, writes a blog that is available on IDG Central. A recent post appears below:*

There has been a lot of chatter [see links with this blog post from, among other sources, The Daily Show, a Charlie Rose video with prominent newspaper executives] regarding finding ways to diversify a media company's revenues when advertising dollars are in short supply. Recently the buzz has focused on micropayments — small transactions accruing to a user's account as they browse a service. Whether you agree with this concept or not, micropayments are risky since they go against the "content is free" mentality of the Web, jeopardize current revenue models and require rock solid, unique editorial that consumers and are willing to pay for. With this risk in mind, I've come up with a list of other (potentially riskier) ideas that could help weather the current economic storm.

1. Shut down print (or drastically rethink it)
There I said it (it's time to get some discussion going on this blog)! While this isn't the right answer for every media company, we need to look very closely at the print business. IDG is already "managing print for profit," but there comes a time when print expenses do not make sense. What if print became an "aggregation" model of online content — bundling the best of what IDG has to offer online while still packaging it for the brand's individual audience.

2. Become the Wall Street Journal of your industry
WSJ is the best example of a media business succeeding at micropayments (or online subscriptions). Why? Because they write content (are perceived to) that you can't get anywhere else and target professionals that can write off a subscription as a business expense. Why couldn't an IDG publication become the "WSJ of IT", writing enough quality, unique pieces that IT professionals are willing to expense it?

3. Rethink your display ad inventory
Advertisers are still spending money — they're just selective on where they do it. The Wall Street Journal blames some of the Internet advertising shortfalls on oversupply. If advertisers are inundated with ad inventory, it may be time for publishers to rethink how banner ads are displayed on our sites. Perhaps it's time to move toward the TV/radio model and make the experience slightly more "intrusive" and/or "involuntary". Honestly, I think users may welcome a cleaner reading experience in exchange for more "interstitial" type ads.

4. Take a "closed circulation" model to the Web
The old-fashioned rule still holds: the more targeted your audience, the more you can charge advertisers. I don't know of any good examples of a "closed circulation" Web site, but if this model works offline, why can't it work on the Web? If online ad inventory is truly as overabundant as experts state, a highly targeted site with low inventory may become a viable online model.

4.5 Merge all of these ideas into one model
Picture this: A closed circulation online publication targeted to a specific job title or topic that does away with traditional banner ads and focuses instead on interstitial display and lead gen advertising. Of course, if you don't qualify you could always subscribe for a fee (or pay per article) and expense it later.

Obviously these ideas carry risk as well, but it's time to start thinkin outside of the IMU and take the next leap in online advertising.

Agree? Disagree? Post comments with this blog on www.idgcentral.com, and check out the other blogs on training, mobile technology, Web publishing, IDG in 2020 and search engine optimization.

one on one

the interview

Christina Briscoe

The director of international sales at IDG Global Solutions EMEA is this week's columnist. Reach her at christina_briscoe@idg.com.

> *"We've decided that an online 'toolkit' — which features the most successful and innovative new online formats across the IDG portfolio — will serve as a great base to help local IDG offices understand and implement these essential online offerings."*

Q Two weeks ago IDG Global Solutions launched a new online 'toolkit' for IDG business units. Can you tell us more about it and the reasons behind the launch?

A This is a benchmarking exercise. Over the past few months we have seen a significant shift in the online advertising market with customers requesting more integrated programs that deliver brand awareness, audiences and leads. The current economic climate forces marketers to prove the success of their marketing efforts and show ROI. As a result, few clients want to rely on standard banner campaigns.

In order to remain competitive in this changing environment, IDG needs to demonstrate innovation by utilizing and leveraging its expertise from around the world. Some business units have developed fantastic new online programs such as Infoclipz (InfoWorld) or Marketvibe (Computerworld), but there are other business units that as yet have not picked up on these new online trends.

For IGS it is crucial that these innovations are offered across all main markets, as international advertisers want program consistency. Increasingly they are reluctant to accept that some Web sites still only offer standard banner ads. Additionally it is becoming vitally important to show IDG's market leadership and innovation in smaller markets in order to secure local budgets.

We've therefore decided that an online 'toolkit' — which features the most successful and innovative new online formats across the IDG portfolio — will serve as a great base to help local IDG offices understand and implement these essential online offerings. We've targeted business units in the major European markets and a few in Asia for this program.

We have supplied the participating business units with a document — which is available with this article on IDG Central — explaining each of the required online tools. The toolkit shows examples of each format and suggestions for implementation and best practice. Elements included in the toolkit are:

White paper lead generation
A white paper is an authoritative report or guide that addresses problems and how to solve them. White papers continue to be one of the most effective ways to generate leads. Users have to register in order to download the asset.

Stand-alone e-mail
Stand-alone e-mails offer the opportunity for advertisers to reach their target audience via the IDG sites' 'opt in' e-mail database.

Partnerzone
A co-branded site incorporating independent IDG editorial content alongside the client content, managed and measured by IDG.

Embedded zone
Embedded zones are placed directly within specifically chosen areas on an IDG Web site. They offer partnerzone functionality in an advertising unit.

Webcast
IDG video or audio webcasts are editorially led and offer an independent viewpoint to educate IT professionals on key topics and business challenges.

Podcast
IDG offers a range of podcasts that deliver summaries of key technologies and top headlines in audio format. Podcasts provide an innovative lead generation and/or brand awareness solution.

Infoclipz
Infoclipz are animated videos produced by IDG editors explaining IT topics in three minutes or less. The sophisticated animation is an innovative way to present complex IT content.

Marketvibe
IDG research works with a sponsor to develop a survey on the topic of the client's choice and will conduct the survey to IT influencers. The results will be summarized in a white paper and also serve as the benchmark for a self check tool.

Mobile marketing
Advertising on IDG mobile sites, creation of mobile applications and SMS advertising.

Q How did you ascertain which products to include in the toolkit?

A We sent a questionnaire to each participating business unit that allowed us to assess and 'score' which tools were currently available or used locally. It was inevitable that some business units would score higher than others, and in some cases tools were being used, but in an inconsistent manner. Others simply had not yet implemented certain offerings, which resulted in a lower score, enabling us to focus on where the gaps lay. We concluded that a consistent delivery guide across all markets was needed.

Q In the case of a business unit that does not currently have access to many of these tools, what are the next steps to ensure they can reach the benchmarks set?

continued on page 5

CIO Pakistan

continued from page 1

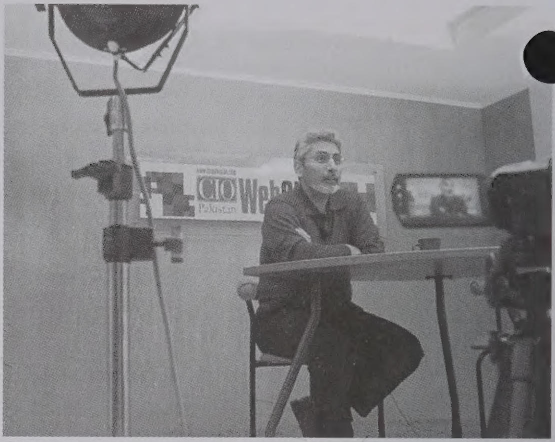
by enabling content to be readily available to the world through the WebStudio site. Projects that are deployed by the likes of Cisco or Oracle, for example, must be highlighted here if the country is to build on an established track record of being a nation that believes in the power of IT."

The six regularly occurring video shows, most of which run approximately eight to 10 minutes and are updated weekly (CXO in Focus is more variable), include the following:

- **In the Line of Wire**. Hosted by Jehan Ara, the President of the Pakistan Software Houses Association, In the Line of Wire features a variety of guests and focuses on the challenges and issues that the local IT and ITeS (IT Enabled Services) face.
- **Cool Tools for Fools**. Host Saba Jamaluddin, a network specialist and founder of Could3Solutions, provides a weekly review of the hottest new gadgets.
- **Hands On**. This review-based show is geared toward IT managers and is hosted by CIO Pakistan Technical Editor **Talha Ghafoor**.
- **The Blindspot**. Hosted by Salman Ansari, a highly respected telecom consultant, anchors a program that focuses on business opportunities that may not be readily apparent to the targeted audience.
- **CXO in Focus**. Interviews and articles from CIO Pakistan come to life through CXO in Focus. Each edition features an interview with a leading industry executive who shares his or her knowledge and insight into key issues and challenges in the market. The show is an interview-based show where the CIOs and CEOs identify one challenge the local executive has to deal with.
- **The Spotlight**. People who do excellent work to serve the corporate community but haven't necessarily been a part of the print edition of CIO, filter into this category.

In addition, there are various podcasts available on the site, two of which, the IT News Update and Today in Tech, are produced and hosted by the CIO Pakistan team.

> *"For a country like Pakistan that is quite frequently projected negatively in the international media, it is refreshing for visitors to see that we have people who communicate their thoughts and engage in projects similar to any other nationality in the world. We know what Pakistan's potential is. We simply want to share this potential with the rest of the world."*
>
> *— Rabia Garib*



Salman Ansari, a well-known consultant, is the host of a weekly video segment called The Blindspot, which focuses on business opportunities.

Traffic to the site has been encouraging, Garib said. Since the launch a month ago, the site has had 3,400 unique visitors, served 9,122 pages and garnered more than 200 comments. It is currently averaging 270 unique visitors a day who spend an average of 20 minutes on the site. "Considering that local Pakistani site typically get dismal traffic numbers, we are thrilled and encouraged that people are visiting, returning and interacting with our site," Garib said.

"For a country like Pakistan that is quite frequently projected negatively in the international media, it is refreshing for the visitors to see that we have people who communicate their thoughts and engage in projects similar to any other nationality in the world. We know what Pakistan's potential is. We simply want to share his potential with the rest of the world."

And in what Garib noted was "a huge boost and demonstration of support and faith from the local industry," CIO WebStudio was just nominated for a WSIS Award for Best Online eScience and Technology Content in Pakistan. These bi-annual global awards, presented by the World Summit on the Information Society (http://wsis-award.org) recognize creative use of interactive digital media. The winners will be announced in March 2009.

For more information, contact Rabia Garib at rabia.garib@ciopakistan.com. Visit the CIO WebStudio at http://webstudio.ciopakistan.com. WU

IDG association memberships are summarized on IDG Central

IDG is a corporate member of a variety of media-related organizations, and, as a result, employees are entitled to member access to exclusive content on the organizations' sites and can take advantage of opportunities to get involved with the groups' activities.

Descriptions of these organizations and links to the sites, and members-only login instructions where applicable, are available through a link on the home page of www.idgcentral.com.

The organizations include the American Management Association, Magazine Publishers of America, Online Publishing Association, American Business Media, Interactive Advertising Bureau and the International Federation of the Periodical Press.

Coming up

Premier 100 IT Leaders Conference
A Computerworld event
March 1-3
Orlando, Fla.
www.premier100.com

DEMO
Network World event
March 1-3
Palm Desert, Calif.
www.demo.com

IT Roadmap Conference & Expo
A Network World event
March 10
Denver
www.networkworld.com

CIO Perspectives Forum
Local Connections on Global Issues
A CXO Media event
March 11
Philadelphia
www.cio.com

CMO Conference
An IDG Japan event
March 4
Roppongi Academy Hills
Minato-ku, Tokyo
www.idg.co.jp/english

Pandemic Summit
An IDG Japan event
March 4
Tokyo International Forum
Chiyoda-ku, Tokyo
www.idg.co.jp/english

Global Media Institute
An IDG Corporate Training Program for senior and executive level leaders
March 16-20
Boston
Contact: laurie_butson@idg.com

IDC IT GRC Management Summit
March 25
New York City
www.idc.com

The IDC Software as a Service Summit:
End-to-End Solutions & Platforms for the Next Generation of SaaS
March 26
New York City

PC World

continued from page 1

to be "fairly high level, touching on the key buying considerations for general users. "People like to absorb information in different ways," he said, "and for many, video offers a more compelling experience." Interested readers can then dig deeper by reading the buying guide, checking out specific reviews and browsing through the relevant forums at PCWorld.com.

According to Fox, the appropriate PC World beat editor or a trusted freelancer writes the how-to-buy guide's print manuscript. "The process can take a few days, since we want to be sure we touch on the most recent tech developments in the category," Fox said. The completed guide is submitted to Senior Associate Editor **Liane Casavoy** — "our resident script doctor," Fox said — who trims it down to 700 to 900 words and creates a video script. Senior Video Producer **Chris Manners** then works out a proposed sequence of A- and B-roll shots to film (the latter usually cutaway shots of computers, software, stores and the like) and builds a detailed shooting script. He then films the on-camera 'talent' — either an in-house editor or former PC World administrative assistant Amber Bouman — which takes a few hours. After Manners edits the video, it is posted as an online companion piece to the online version of the buying guide.

A new buying guide will appear in the magazine and online every month. Fox said the current lineup calls for coverage of camcorders, monitors, Blu-Ray players, netbooks, digital SLR cameras, point-and-shoot cameras, graphics boards, hard drives, MP3 players, desktops, cell phones, printers, HDTVs and laptops. Fox said PC World has not yet sold ads against the how-to-buy videos but is actively seeking advertisers to buy into the integrated print and online package.

Contact Steve Fox at steve_fox@pcworld.com.

One on one

continued from page 3

A We are in the process of sharing the questionnaire results with all participating business units. In the instances where a BU has a lower score, I have set up a help desk in order to ensure those offices receive the requisite guidance and assistance. However, it is also essential that all business units share their own learnings and give advice where needed, and my job is to simply facilitate that contact. Additionally, I am in the process of identifying internal online champions — particular business units that have demonstrated innovative and successful solutions. These units will act as advocates of this incentive and share their knowledge across the group.

Q Can you give us some sense of the order in which a business unit should develop these offerings?

A As mentioned before, marketers have to prove the success of their marketing efforts in the current economic climate. So lead generation tools have become more important, and IDG business units should develop white paper lead generation, the Partnerzone, webcasts and embedded zones first.

Q Does every participating business unit have to use the toolkit?

A No, this is simply a guide to improving our online offerings across all markets. We are experiencing an almost unprecedented period of economic instability, and the true measure of our success in the coming months will not be measured in revenue but in market share. We can only achieve a stronger share of the market if we can deliver consistency of programs across regions. It should be noted, however, that the toolkit was presented recently to the IGS operating review board, and it was universally accepted as a good measure to improve IDG's online product set.

Q Where do we stand on mobile marketing?

A In virtually all markets this is still in its infancy, yet it is one of the elements within the toolkit. The vast majority of our customers are only starting to scratch the surface of mobile possibilities, and as a result we have little in the way of mobile case studies. This does not mean we can afford to be complacent in this space, which is why the mobile element was included in the toolkit. We firmly believe that IDG should be able to take a leadership position in this space, but it is incumbent on all of our business units to share any learnings, and we have communicated this to the participating markets. We are asking those markets to send case study or program information to me at the help desk. I will then share and publish on my Mobile Alert blog on IDG Central.

*Suggestions for columnists for this feature, and questions for IDG Chairman **Pat McGovern** and IDG Communications CEO **Bob Carrigan** may be sent to world_update@idg.com. Questions will be passed along anonymously.*

noteworthy people

Promotions

Boris

LYNN HOLMLUND

Online Publishing Group (OPG) Producer **Vanessa Boris** is now a senior producer. "For the past year as producer, Vanessa has raised the bar in producing our high-level, multidimensional media programs across business units such as Computerworld, CXO Media, InfoWorld and IDG," said **Terri Sanford-Cook**, executive producer of multimedia for CXO Media, Network World, Computerworld and InfoWorld. "Vanessa continues to leverage her experience to each of these programs while cultivating senior-level clients and building solid relationships within the business world." *vboris@idgcommunications.com*

Murray

LYNN HOLMLUND

CXO Media Senior Marketing Communications Specialist **Susan Murray** has been promoted to marketing manager. "As everyone who has the pleasure of working with Susan knows, she is a smart and professional marketer, a quick study on new projects and programs, a copious note taker and a wonderful person," said VP, Marketing **Sue Yanovitch**. "In her four years with CXO Media, she has been the face of CIO marketing, packaging research studies, sales sheets, presentations, Web sites, e-newsletters — the list goes on and on — all with a laser-like focus on helping sales efforts. The icing on the cake is that she does this all with a smile." *smurray@cxo.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

New employees

New at IDG Netherlands is CFO **Jaco van den Bosch**. He was previously the manager of the Control department at AD Newsmedia, which publishes the Netherlands' second largest daily newspaper. "I've got two daughters, six and eight years old," he said. "If there is any time left I like to jog and ride my motorbike." *jvandenbosch@idg.nl*

Plekker

B2B Senior Account Manager **Wijnand Plekker** comes to IDG Netherlands from Reed Business Media Amsterdam where he was a key account manager, online. Away from the office, he is a PADI-certified scuba diving instructor and enjoys travel and underwater photography. *wplekker@idg.nl*

Carmen Morales joins Computerworld's Strategic Programs and Events group as an event operations specialist. She was previously an event manager with the George P. Johnson marketing agency, working on programs and events around the world ranging from education-focused investigator meetings for pharmaceutical clients to lifestyle events for consumer goods companies. She holds a B.S. in hotel and restaurant management from Boston's Newbury College and enjoys tennis, reading and cooking. *carmen_morales@computerworld.com*

Meet your colleague

IDC's Gupta takes on regional sales

Gupta

IDC Asia Pacific's **Amit Gupta** is a man on the move. Gupta began his career at IDC more than four years ago at IDC New Zealand as consulting manager/Sales, quickly rising to country manager there. At the beginning of this year, he was promoted to VP of sales for IDC Asia/Pacific and moved from Auckland to Singapore.

"Over the past year Amit has done a great job of running the New Zealand business," said **Graeme Muller**, IDC Australia managing director, to whom Gupta reported before taking on his latest sales role. "He continued the year-on-year growth rate and created a number of innovative products and projects."

Gupta set up the first Global Retail Industry Insights division outside the U.S. in October, 2007. He also launched the Health Innovation Challenge, a program for the New Zealand government that encouraged innovative local IT firms to venture into the international health care sector. And under his aegis, IDC New Zealand initiated the CIO Summit in 2007, which is now the country's leading (and largest) IT conference in delegate quality, numbers and sponsorships.

"Unfortunately for New Zealand, he was such a good salesman that IDC Asia/Pacific decided to give him a new challenge," Muller said.

"One of Amit's primary mandates is to ensure that we continue to sustain growth with Major Accounts by developing targeted account plans with the account managers and working seamlessly with our internal stakeholders to deliver unique and compelling propositions to our customers," said **Eva Au**, managing director, IDC Asia/Pacific. "Amit's track record in servicing key accounts with innovative product bundling and pricing in New Zealand speaks volumes, and I am confident that he will deliver strong results in the region, with the right focus and support from the teams."

Growing up, Gupta lived in India, England, Wales and Saudi Arabia, where his parents worked in various locales as orthopedic and anesthesia specialists. While he speaks English and Hindi, he said he wished he'd practiced the Welsh, Spanish, French and Sanskit he learned at school.

He lives in Singapore with his wife Arishta and their twin boys, Agastya and Arokya, who are nearly two. He still enjoys travel, reading and walks with his family but his squash games have "come to a standstill since we had the twins," he said.

Write to agupta@idc.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

45

Patrick McGovern *IDG*

35

Gunnar Linderg *IDG Sweden*

22

Mark Sullivan *IDC*

20

John Cox *Network World*

19

Patricia Smith *IDG World Update*

17

Jacqueline DiBianca *Network World*

15

Lisa Nilsson *IDG Sweden*
Yukimi Chiba *IDG Japan*

14

Barbara Simon *IDG Australia*

12

Patricia Josefek *Network World*

11

Bronwen Cleary *IDC*
Beth Ramistella *IDG*
Ricardo Sandoval *PC World*

9

Jesper Landen *IDG Sweden*
Kevin Capalbo *IDC*
Ed Albro *PC World*
Paul Shinhira *PC World/Central Services*

7

Tommy Cheung *IT World Canada*
Nadia Cameron *IDG Australia*
Neal Silverman *Network World*

6

Jiahuan Liu *IDG Asia*

5

[illegible]isa Larson Lee *IDC*

4

Niklas Höglund *IDG Sweden*
Ashley Gilliam *IDC*

3

Mike Barton *Computerworld*
Diana Gill *IDC U.K.*

2

Jackie Huang *IDC China*
Miriam Kossmann *IDC Chile*
Andrea Vietri *Now! Digital Business*
Alain Beaulieu *IT World Canada*
Paulo Del Nibletto *IT World Canada*
Suzanne Drapeau *IT World Canada*
Jean-Francois Ferland *IT World Canada*
Pinelopi Gianniotis *IT World Canada*
John Latino *IT World Canada*
Patrice Guy Martin *IT World Canada*
Brad McBride *IT World Canada*
Marc Meloche *IT World Canada*
Weng Ng *IT World Canada*
Shane Schick *IT World Canada*
Briony Smith *IT World Canada*
Howard Solomon *IT World Canada*
Joseph Tersigni *IT World Canada*
David Webb *IT World Canada*
Maria Marfori *Network World*

1

Jo-Ann Pellegrini *Computerworld*
Ajit Deosthali *IDC*
William Nguyen *IDG Australia*

New address for IDC Turkey

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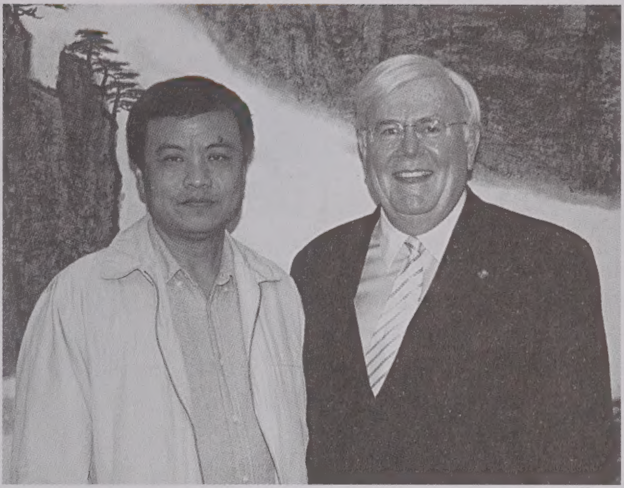
Aybar Sokak
Zincirlikuyu Harp
Akademileri Sitesi
D Blok Kat: 4 Daire:74
34340 Besiktas - Istanbul
Turkey

Tel:: +90-212-356-0282
Fax: +90-212-356-0286

celebrating 10!



*China Network World Editor **Wen Shan** was the guest of IDG Chairman **Pat McGovern** at a recent 10th anniversary lunch celebration in Beijing.*

Name
Wen Shan

Joined IDG
April 1, 1998

IDG career path
April 1998-May 2000, reporter and editor, China Network World; June 2000-October 2001, chief editor, Internet Department, China Network World; November 2001-July 2006, deputy chief editor, News Department, China Network World; August 2006-present, editor, China Network World.

Most challenging part of my job
Learning how to use new network technologies and gain knowledge in a field that changes so fast.

Best way someone could compliment you on your work?
Once my boss came back from outside Beijing and told me my column became a must-read among IT people in local enterprises. I was so happy to hear that.

Favorite way to work off stress
Visiting mountains and rivers.

Outside interests
Racing cars.

What I wanted to be as a child
A scholar.

Favorite vacation spot
The Mediterranean Sea.

Favorite movie
"Legends of the Fall."

Retirement dreams
Writing and translating books and traveling.

Manager's profile
"Mr. Wen is a mature reporter and editor with an outstanding command of the Chinese language and an acute sense of news. He wrote a column for six years and won high praise from readers for his unique point of view. His English is very good, and, as a result, he could always select good articles from foreign publications for our column, 'Overseas Observation.' The articles he edits are of high quality, winning him the respect of all his colleagues. He has made great contributions to the development of China Network World."

— Pan Yonghua, publisher and editor-in-chief, China Network World

celebrating 10!

Name
Chris Dawe

Home
Nashua, N.H.

Joined IDC
January 1997, Associate Analyst, Semiconductors

Career path since joining IDC

- Senior Analyst, Storage & PC Semiconductors, 1998-2000
- Hardware Consulting Project Manager, 2001-2004
- Director, Storage & Semiconductor Consulting, 2005-present

Current title
I am responsible for storage hardware, software, and services consulting in the U.S. and continue my role managing semiconductor projects worldwide. Our team typically has 30 to 35 active projects underway.

Three things I do in a day's work
My constituents are the clients, the IDC sales team and the analysts. I am either on conference calls, instant messaging with colleagues or strategizing with the analyst team about a deliverable, sometimes all three simultaneously.

Most challenging part of my job
Prioritizing the list of issues that must be addressed on a given day.

Best part of my job
A strong sense of accomplishment when a successful project is completed.

Job perk
Unlimited coffee and non-dairy creamer.

Best compliment I've received on my work
Every time a client renews a project for another go-around.

View from my work space
I can see the highway, which helps me determine if I am going east or west on my commute home (though I live due north).

Family
My wife Carrie and I have two daughters, Kelsie, 9, and Kylie, 4; and a son, Christopher, 7.

Talent I wish I had
My kids certainly wish I could sing better.

First job
Dishwasher at a doughnut shop, which I had to ride my bike to.

IDC's ***Chris Dawe*** *joined IDG Chairman* ***Pat McGovern*** *for dinner in honor of his 10 years of service to the company.*

What it taught me
Three things: Stay in school, find a job that didn't start at 5:30 a.m. and buy a better bike.

Favorite celebrity encounter
I once had the occasion of meeting Whitey Bulger. This was before he ended up on the FBI's Top 10 Most Wanted list, and, no, I don't know where he is today.

Favorite vacation spot
The coast of Maine.

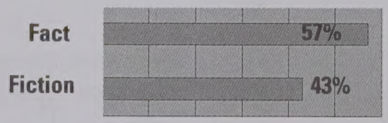
What others can't tell just by looking at me
I can dunk a basketball on a regulation 10-foot hoop.

Manager's profile
"Chris has run a consistently successful consulting practice focused on storage and security for several years. He has a great attitude to the sometimes too-serious business of work; while he is respected by clients and the analyst community alike, he is invariably upbeat and ready with a memorable one-liner."

— Michael Cousins, VP, Consulting

Question of the Week for Feb. 16

Love at first sight: fact or fiction?



Log on to www.idgcentral.com to vote on this week's question: **Do you plan to buy the Kindle 2 e-book reader?**

and finally

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Christina Briscoe *IDG Global Solutions EMEA*
Steve Fox *PC World*
Rabia Garib *CIO Pakistan*
Carolyn Rausch *IDG World Expo*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, E for All, Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

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WWW.IDGCENTRAL.COM

IDG World Update is poised for an online-only trial. See page 2 for details.

European Media Management Institute takes IDG pulse

Training program looks at growth businesses, explores collaboration

Twelve managers from eight countries and nine business units convened in Vienna, Austria, for the latest edition of the European Media Management Institute (EMMI), held Feb. 2-5. Participants were nominated by their managers for the program, which is organized by IDG's Training and Development Department, to gain a better understanding of IDG's business from a functional and operational perspective.

A lineup of in-house experts spoke about editorial, content and community; finance and business management; and print from a strategic perspective. The challenges and opportunities posed by the extraordinary economic conditions that business units are facing were woven into the discussions, noted IDG Communications VP/Human Resources **Piper Sheer**, who co-hosted the program with IDG Training & Development Director **Laurie Butson**.

To that end, a segment on virtual events showed how Computerworld and InfoWorld have used that concept as an attractive option for companies looking to save money on travel expenses. And, appropriately — and saving IDG travel expenses in the process — the segment itself was done virtually, with CW/IW VP/Virtual Events **Jill Martay** leading a sesion via an interactive Web site from the comfort of her home in the Chicago area, fielding questions thereafter. **Bill Rigby**, online account services director for Computerworld, prerecorded a videotaped session on online sales.

Other segments on new and growing aspects of IDG's business included an overview of databases and IDG Connect Europe, IDG Global Solutions (IGS) and IDG Technology Network Europe, and IDG Communications CEO **Bob Carrigan** held court in a lively

continued on page 5

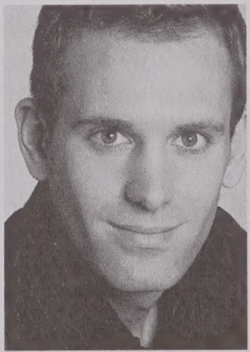
PC Welt site traffic tops half a million impressions

Team looks to grow audience by serving both consumers, business users

PCWelt.de is looking to expand its audience by carefully balancing the needs of both consumers and business users, a move Editor-in-chief **Andreas Perband** said could leave local competitors in the dust. The strategy appears to be working as Perband reported traffic at PCWelt.de hit an all-time high last month with 58,262,818 page impression and 12,584,033 visitors (4,152,000 of them unique). According to Perband, the goal for 2010 is 100 million page impressions and 20 million visits.

"If we do this right, we won't have much competition," says Editor-in-chief ***Andreas Perband.***

"We're trying to improve our market position by finding the right balance between the B2C and B2B audiences," Perband said. "If we do this right we won't have much competition, as every other local tech Web site has a visible focus on B2C or B2B. 'PCWelt.de is your guide to products and home entertainment — and your partner for business technology.' That's our focus."



"See which products are generating the majority of traffic and bring that information to your editorial team so they can produce related content," says Online Director ***Dominik Grau.***

Display advertising brings in almost two-thirds of PC Welt's online revenue, according to Perband, and scalable business models such as Google AdSense, affiliate networks and partner programs account for the rest of the site's revenues. "In the future all scalable models will play a very important role," Perband said, "as you can see direct revenue increases with each new page impression. On the display advertising side it's far more difficult to monetize your traffic directly."

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Inside this issue

New employee blog to debut: Adventures in Web Publishing *page 2*

One on one: InfoWorld Executive Editor Galen Gruman talks about mobile content and delivery *page 3*

IDG memberships with publishing, management associations yield employee benefits *page 4*

Celebrating 10! IDC's Randy Giusto *page 8*

in brief newsworthy

World Update plans online-only experiment during March

For four weeks during the month of March, IDG World Update will suspend print publication and every employee worldwide will receive his or her copy of the newsletter as a full-color PDF file. Following this four-week trial period, employees will be asked for feedback via a brief online survey. Why are we doing this? There are several reasons.

Our number one goal is to ensure that World Update reaches all employees in a reliable and timely fashion. While U.S. employees typically receive their print copies of World Update within two or three days of publication, that is not the case for virtually all non-U.S. employees. Delivery of the newsletter to some business units can take a month or more; occasionally, a given issue is not delivered at all.

Publishing World Update as a PDF file allows us to improve both the look and functionality of the newsletter. All photos appear in color and all URLs and e-mail addresses are live links, allowing you to send a note or visit a Web site mentioned in the newsletter with just a click of the mouse.

A growing number of employees in both the U.S. and overseas are already receiving their copies of World Update via PDF and feedback on this delivery method has been overwhelmingly positive. With this trial, we hope to bring this delivery vehicle to the attention of all employees including those who have been unaware of its existence or just not gotten around to requesting the PDF delivery.

And finally, eliminating print could result in significant cost savings as we reduce our use of paper and eliminate postage costs. Employees who want to read World Update as they commute to work or share a particular issue with family can print the issue from their desktop.

Following this four-week trial period, printing of World Update will resume while we evaluate your feedback. Should you wish to continue receiving the PDF at that point, simply send a note to world_update@idg.com.

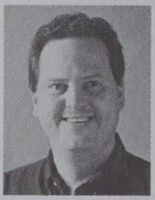
IDG Central offers World Update content and much more

IDG remains committed to fostering the sharing of news and best practices with employees worldwide. In addition to reading World Update, you are encouraged to visit IDG Central, the employee intranet, where you will find not only the current and archived (and searchable) content of World Update, but a number of additional useful resources including the IDG Directory, employee-written blogs, videos, employee profiles and top news headlines from the IDG News Service. If you do not have a login for the site, request one using the link at www.idgcentral.com.

What you must do to ensure delivery of the PDF version of World Update

During March every employee listed in the online IDG Directory will receive a PDF copy of IDG World Update. Only employees listed in the directory will receive the newsletter. In order to ensure that you receive your copy of World Update, please visit the IDG Directory on IDG Central (www.idgcentral.com) or via Notes. If your name is not listed or your e-mail address is incorrect, please send a note to **Victoria Shoemaker** at victoria_shoemaker@idg.com with your name, title, business unit, direct dial phone number and e-mail address.

New blog debuts on IDG Central



Beginning today, InfoWorld.com Executive Editor **Galen Gruman** launches a new blog on IDG Central called Adventures in Web Publishing, in which he will share his thoughts on tech journalism, online media and what's working as InfoWorld.com continues to experiment with new technologies, products and services to meet the information needs of its users.

Correction

Last week's issue contained some incorrect dates and descriptions for several of the following corporate training programs. The information below is correct.

European Media Management Institute
Emphasizes tactical and operational issues covering IDG's core areas of business. This program is designed to help participants increase their value and contributions to their business units by examining the processes and functions of both print and online publications as well as exploring other aspects of IDG business. Attendees are typically middle managers and senior-level individual contributors who would benefit from a broader understanding of IDG's operations. Feb. 3-5, Vienna

Global Media Institute
Geared to high-potential senior managers and directors; examines strategic issues and leadership challenges facing IDG. March 16-20, Boston

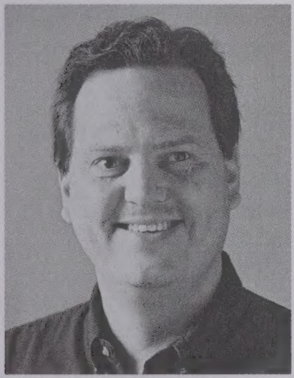
IDG Professional
Two-day program aimed at high-potential individuals at all levels of the organization. The goal is to help participants begin to recognize themselves as leaders, assess their leadership strengths and areas that need development. April, San Francisco; June, Boston

Management Excellence Program
This management development program provides managers with an opportunity to explore a variety of management and leadership topics. Designed for employees who have been in a management role for three to five years. Dates to be schedule. Participants are nominated by their senior management team for the Global Media Institute, the Media Management Institute, the Management Excellence Program and the IDG Professional (see sidebar, below left). All include presentations and panel discussions with IDG executives, business unit presidents, and senior leaders; occasionally outside experts are guest speakers. Each program includes a case study component in which teams of participants work on a business challenge relevant to all IDG media companies.

the interview

one on one

Galen Gruman
The executive editor of InfoWorld.com is this week's columnist. Reach him at galen_gruman@infoworld.com



Like many IDG business units, InfoWorld's editorial team has been experimenting with mobile delivery of its content and exploring potential new services for the mobile medium that pioneering devices such as the Apple hone, Google Android and recent RIM BlackBerry models have enabled. InfoWorld launched its first mobile product in spring 2008, with a mobile version of its Windows Sentinel performance-monitoring application. In early February 2009, InfoWorld soft-launched a beta version of its mobile site, and in mid-February it will soft-launch a beta version of its mobile quiz. Executive Editor Galen Gruman explains what the InfoWorld editorial team has learned so far from these experiments.

Q What is your strategy for your experimental mobile content and services?

A The editorial team's mobile experimentation — led by myself and Features Editor **Jason Snyder** — has focused on making what we have available today in a form that mobile users can take advantage of. We want our readers to be able to rely on us in the mobile environment as easily as in the desktop environment, not go elsewhere.

So when we developed the Windows Sentinel reporting tool, it just made sense to have a version that worked on a mobile device, so our target users of IT staffers could check system status from anywhere. For our InfoWorld Mobile beta site, Jason created a tool that automatically extracts the content from our Web site's pages and reformats it to fit the layout of an iPhone or similar device. He did the same for the mobile quiz, which extracts our Web site's news quizzes and IQ tests.

The common strategy for all these is to use Web technology, not develop separate apps specifically for the iPhone, Android or other device. One reason is that our content is already on the Web, so it's fairly simple to repurpose in a mobile-optimized Web app. That lets us get presence now. Another reason is that the mobile platforms are highly inconsistent, so developing a native app for each would require lots of resources we don't have, for little near-term return.

And, when we as a company get to developing unique services, it will be easier to start with Web technologies such as AJAX and PHP where we have much of the skills in house already. Plus that lets you create versions for desktop users as well from that common base, maximizing the reach.

It's also important to underscore that these are all experiments, so we label them all "beta." As exciting as the potential is for mobile, we have to recognize it's very early days, and much will change in the coming years. In my view, it's not the time to lock down a single approach.

Q Your mobile projects are very iPhone-oriented. Why?

A Even with Web apps, the reality is that you're designing for the iPhone and letting other devices come along for the ride. But because the iPhone is by far the biggest generator of mobile Web traffic, that iPhone focus makes sense. Today, the iPhone and iPod Touch account for half of all mobile Web traffic, according to the latest figures from Net Applications. There is no close second. So we're going where the market is. (As a point of reference, all mobile Web traffic now accounts for just under 1% of all Web traffic, with the iPhone and iPod Touch taking 0.48% and all the other mobile devices taking a combined 0.45%.)

Because the RIM BlackBerry is so dominant among business readerships as a messaging device, it's easy to want to focus on BlackBerry, but the truth is that the BlackBerry platform has very poor support for Web content, which is why so little BlackBerry Web traffic exists.

The latest BlackBerrys like the Curve and Storm do better in Web support, but they're still primitive compared to the iPhone, and they hamper developers through a variety of screen sizes that make it very complex to develop mobile content and services that work nicely across all the devices. Worse, many wireless carriers turn off BlackBerry functionality such as JavaScript support that might let users access Web sites that compete with their proprietary content services. Windows Mobile suffers from the same lack of standardization in screen size, Web standards, support and user interface.

Until these device providers get serious about delivering a consistent, Web-oriented mobile platform, iPhone is the only plausible game in town. If other devices gain traction, it would make sense to accommodate them more fully based on market share.

So in our efforts, for now at least, we're designing for the iPhone. We do let other devices access the content if they support the basic Web technologies (HTML, PHP and JavaScript), even though we know the user experience won't be optimal. After all, the user experience for these other devices is still better than what they would get if they went to the desktop site from those devices.

We automatically pass the more primitive mobile devices on to the mDog service used by many IDG sites; mDog looks unimpressive on an iPhone, but it's the only game in town for older BlackBerry, Windows Mobile and Symbian devices. mDog makes a lot of sense as your basic fallback service so you have at least a baseline mobile offering for everyone.

Q How do your efforts compare to what other media companies are trying?

A We're happy to say we're on par with many major media organizations. The Associated Press, BusinessWeek, Cnet, Sports Illustrated, and Time all offer similar iPhone-optimized mobile Web sites. IDG U.K. is about to launch its iPhone-optimized Web

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IDG corporate publishing memberships bring employees benefits

IDG is a corporate member of a variety of media-related organizations, and, as a result, employees are entitled to access exclusive content on the organizations' sites and can take advantage of opportunities to get involved with the groups' activities.

Some of the organizations' Web sites listed below have members-only sections; access directions are provided for several. To get IDG's member logins for the American Management Association, the Magazine Publishers of America or the Sam Whitmore Media Survey, see the link to this article on the home page of IDG Central www.idgcentral.com or check with the IDG contact person listed.

American Management Association (AMA)

www.amanet.org/

IDG's U.S. employees get a 10% discount (sometimes more) on AMA's public classes, conferences, and special events. AMA's seminars include workshops on a variety of different professional and management development areas. Employees worldwide can have access to the AMA members-only Web site, which includes hundreds of articles on management, sales, professional development, etc. In addition, AMA offers free webcasts and free podcasts and that anyone can access. The AMA also has a presence in many other countries.

- IDG contact: **Laurie Butson**, director, IDG Training & Development, laurie_butson@idg.com.

Online Publishers Association (OPA)

www.online-publishers.org

OPA is a not-for-profit trade organization dedicated to representing high-quality online content providers before the advertising community, the press, the government and the public.

U.S. employees may register, using their corporate domain e-mail address (no personal e-mail addresses) in the upper right corner of the home page to access the password-protected documents. (Note: OPA is in the process of updating the list of IDG domains it accepts.) Once registered, employees will receive an e-mail that asks them to confirm registration.

- IDG contact: **Kellie Smith**, online office coordinator, Online Publishing Group, ksmith@idgcommunications.com.

Magazine Publishers of America (MPA)

www.magazine.org

MPA is the industry association for consumer magazines and represents more than 240 domestic publishing companies. MPA has relationships with the American Society of Magazine Editors and Publishers Information Bureau. PC World/Mac Publishing President & CEO **Mike Kisseberth** is on the MPA board.

- IDG contact: **Howard Sholkin**, director, Communications & Marketing Programs, IDG Communications, howard_sholkin@idg.com.

American Business Media (ABM)

www.americanbusinessmedia.com

ABM is the association for business-to-business information providers, including producers of print publications, Web sites, trade shows and other media. ABM conducts the annual Neal awards for editorial excellence and CEBA awards for advertising excellence. IDG Communications CEO **Bob Carrigan** serves as secretary on the ABM board.

To request a login/password, contact ABM's Debbie Humphreys at d.humphreys@abmmail.com.

- IDG contact: Howard Sholkin, howard_sholkin@idg.com.

Interactive Advertising Bureau (IAB)

www.iab.net

The IAB is the only association dedicated to helping online, interactive broadcasting, e-mail, wireless and interactive television media companies increase their revenues. IDG Communications CEO Bob Carrigan is on the board of IAB. Content on the IAB site is open to all visitors. For information on how to become involved in a workgroup or committee, contact IAB or connect with IDG's IAB contact: Howard Sholkin, howard_sholkin@idg.com.

International Federation of the Periodical Press (FIPP)

www.fipp.com

FIPP works for the benefit of consumer (B2C), customer and business-to-business (B2B) magazine publishers around the world. FIPP's mission is to promote nationally and internationally, the common editorial, cultural and economic interests of magazine publishers, both in print, online/digital and mobile media. FIPP focuses its activities on freedom of the press, intellectual property, information provision, freedom to advertise, freedom of distribution and environmental protection. FIPP has more than 800 members in 60 countries

Request access to the password-protection section of the site by contacting **David Hill**, president & CEO, IDG International Publishing Services, david_hill@idg.com.

Sam Whitmore Media Survey

www.mediasurvey.com

Sam Whitmore provides news, information and interviews on tech media related topics. The former Ziff Davis journalist's clients are primarily PR agencies and corporate PR professionals in technology companies.

- IDG contact: Howard Sholkin, howard_sholkin@idg.com. WU

PCWelt.de

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To increase site traffic, Perband said the site has "a very rigid system" in which the site editors produce more long tail content and less news. The daily performance of articles is measured and regularly tweaked to improve performance.

On the search-engine optimization front, PC Welt Online Director **Dominik Grau** recommended using the "nice free tools" from Google AdWords that show which keywords are most attractive to search engines. "Look at your commerce categories," he said, "and see which products are generating the majority of traffic and bring that information to your editorial team so they can produce related content. That's what Andreas and his editorial team do regularly, and we're seeing traffic increases from it."

Once the content work is done, Grau suggested "digging deeper into SEO" and optimizing texts, pictures and videos following the official Google Guidelines www.google.com/webmasters/docs/search-engine-optimization-starter-guide.pdf. "Then head on to the technical stuff," he said, "and set up a new site map. The best page has a huge amount of text -- a maximum of 5% of it filled with your preferred keywords and their synonyms — not too many graphics and effects, every picture and video has a description, and many links to related content. Whether you have the links in your text, like Wikipedia does, or close to it, no page should be a one-way-street."

Grau added that within the next weeks "we'll set up a link tool that automatically puts links into keywords in the text as device or category names, which will give us an additional traffic boost."

For more information contact Andreas Perband at aperband@pcwelt.de.

European Media Management

continued from page 1

Q&A session.

In a new addition to the program, participants were asked to spend 5 to 10 minutes talking about a couple of interesting projects at their business unit and identifying one big challenge they wanted help with from their EMMI colleagues.

The European Media Management Institute graduates (front, l-r): ***Ulrika Ullman****, event manager, IDG Sweden;* ***a Glover****, director, Client Services, IGS EMEA;* ***Klara Grivans****, sales associate, IDG Sweden;* ***Matthias Weber****, circulation marketing manager, IDG Germany;* ***Andre Reichenbach****, sales director, IDG Switzerland. Back, l-r:* ***Marjolein Sturk****, brand manager, ZOOM.nl, IDG Netherlands;* ***Csaba Melovics****, publisher, IDG Hungary;* ***Thomas Jank****, key account manager, Channel Partner, IDG Germany;* ***Maibritt Moller****, event manager, IDG Denmark;* ***Dirk Steiger****, senior manager, special projects, IDG Entertainment Media Germany;* ***Martyn Williams****, bureau chief, IDG News Service/Tokyo;* ***Matthew Smith****, VP, IDG Connect Europe.*

During the course of EMMI, participants worked in teams on a case study examining a fictitious but realistic business's transition to becoming an online-focused company. They presented their findings at the end of the program to a panel consisting of IGS President **John O'Malley**, IGS EVP **Colwyn Munro** and International Controller **Toby Hurlstone**.

> ***"It was very important to see how IDG works on a global scale and that every one of us needs to come up with good ideas to get through these challenging times."***
>
> *— Dirk Steiger, IDG Entertainment Media*

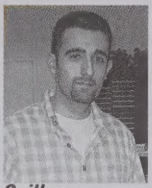
Many of the break chats centered around how employees can better collaborate and learn from each other. A Facebook group has been set up for the Vienna participants, as has been done for other corporate training program groups over the last year or so, as a way for employees to continue their connections and discussions.

"The EMMI in Vienna was a very intense, inspiring and satisfying experience," said **Dirk Steiger**, senior manager, special projects at IDG Entertainment Media in Germany. "It was very important to finally see how IDG works on a global scale and that every one of us needs to come up with good ideas to get through these troubled — but also very challenging — times. If I had to choose three words to describe what I'll try to show my colleagues after being part of the EMMI: Passion. Courage. Foresight."

Write to laurie_butson@idg.com.

noteworthy people

Promotions


IDG WORLD UPDATE

Guillen

In San Francisco, **IDG Central Services** Office Services Coordinator **Salvador Guillen** has been promoted to operations specialist. "Sal pays careful attention to details and provides excellent customer service," said **Todd Simms**, IDG Central Services director, Facilities and Operations. "He's also been taking courses in telecom and IT and was providing back-up to our former telecom manager. In his new role, Salvador will oversee the daily operation and maintenance of our telecommunications systems and networks. He will perform all additions, moves and changes to our phone system, purchase cell phones, assist with account management and provide direction to maintenance technicians. And he'll do all this while continuing to keep the mailroom and other functions of office services running in top form." *salvador_guillen@pcworld.com*

IDG WORLD UPDATE

Shihhira

Also in San Francisco, **IDG Central Services** Facilities Planner **Paul Shinhira** is now facilities manager. "Nine years ago, Paul began his career at IDG in the mailroom. He joined the Facilities group in the spring of 2001 as a facilities coordinator and was promoted to facilities planner in 2002," Simms said. "For the past few years, he's coordinated many large moves, helped manage construction projects and worked closely with the Facilities team to accomplish department goals. In his new role, Paul will manage the Facilities staff, manage construction projects and moves and be our primary liaison with property management." *paul_shinhira@pcworld.com*

New employees

Oana Botezat joins **IDG Netherlands** as a senior Web developer, coming from EuroOrient Securities and Financial Services Ltd. Cyprus where she held a similar title. She is a PHP5 Zend Certified Engineer and was on the Information Technology faculty at Alexandru Ioan Cuza University in Iasi, Romania. In her free time she enjoys photography, animals and sports. *obotezat@idg.nl*

Also new at **IDG Netherlands** is Account Manager **Lonneke Zeevat**. She was previously a Brussels, Belgium-based project manager with the German television company 9live. She is a graduate of Amsterdam's New School for Information Services and has also studied directing, editing and cinematography. An amateur makeup artist, she also enjoys photography, film and wine. *lzeevat@idg.nl*

Previously business development associate with About.com, **Veronica Halbeck** joins **IDG Tech Network** as director of development. She holds a B.A. in English and writing from St. Lawrence University in Canton, N.Y., and enjoys travel, running and cooking. *veronica_halbeck@idgtechnet.com*

Returning employees

IDG Netherlands has hired **Jasper Bakker** as an editor/reporter at Webwereld, where he was news editor more than 11 years ago. He was most recently an editor at VNU Media's Computable, a b2b-publication and site for IT professionals and managers. He holds a bachelor degree in journalism from the Academie voor Journalistiek in Tilburg, the Netherlands. He spends his free time with his wife and young daughter, reading science fiction and "sorting and listening to my ever-growing iTunes collection." *jbakker@webwereld.nl*

Melovics

Former Marketing Manager **Csaba Melovics** returns to **IDG Hungary** as publisher; he was previously working as a financial counselor with local financial investment firm. He will be managing all of IDG Hungary's online, print and event publications. He holds an M.S. in economic and social sciences from Szent István University in Gödöllo, Hungary, and an M.S. in economic sciences and marketing from the University of West Hungary. He enjoys spending his free time with his two young children, horseback riding and skiing. He recently attended IDG's European Media Management Institute. *csmelovics@idg.hu*

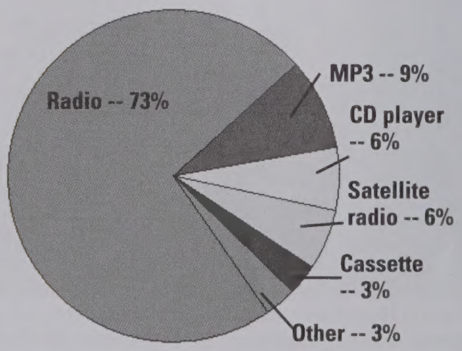
Transfers

Previously group operations controller with IDC Framingham, **Kimberly Muri** is now an executive assistant with **IDG World Expo**. She holds an associate's degree in liberal arts from Massachusetts Bay Community College and enjoys photography, exercise, reading and spending time with her family. *kmuri@idgworldexpo.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Question of the Week results for Feb. 9

How do you usually listen to music in your car?



Log on to www.idgcentral.com to vote on this week's question: Love at first sight: Fact or fiction?

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

32

Diane Martin *CXO Media*

23

Linda Gorgone *Computerworld*

22

Nina Mattsoff *IDG Sweden*
Penny Stevens *IDG*
Paul Mercer *Enterprise Services Group*

21

Clare Huang *IDC*
Greg Pinsky *Computerworld*

20

Lucy Chaudhuri *IDC U.K.*

16

Bob Carrigan *IDG*
Doni Moore *IT World Canada*
Diane Hacker *PC World*
Elana Varon *CXO Media*

15

Joe Mola *Computerworld*

14

lie Lynch *Computerworld*
Paul Krill *InfoWorld*
Tom Yager *InfoWorld*

13

Oscar Garcia *IDG Spain*
Kathy LaPorte *Enterprise Services Group*

12

Jerry van Ommeren *IDC Benelux*
Sharon Machlis *Computerworld*

11

Ellen Friedman *CXO Media*
Matt Duffy *Computerworld*

10

Ernesto Cordero *IDG*

9

Todd Hall *IDG*
Mary Wooldridge *Enterprise Services Group*
Shaw Lively *CXO Media*
Michael Meleedy *Computerworld*

8

Kirk Mitchener *IDC*
Laurie Horn *IDC*
Ken Mingis *Computerworld*

6

nne Stevenson *IDC*
Daniel Boehmke *IDC*
Lisa Schmeiser *InfoWorld*
Joy Latino *Computerworld*

5

Joan Jolley *IDC*
Edward Kozaryn *IDG*
John Volupas *Computerworld*

4

Daniela Parisse *Nuov@Periodici Italia*
Christina Yuen *IDC Hong Kong*
Mujin Kang *IDC Singapore*
Adrian Farias *IDC Mexico*
Giovanna Saba *IDC U.K.*
Angela Salmeron *IDC U.K.*
Curt Poff *Mac Publishing*
Adrian Black *IDG U.K.*

3

Diana Zhao *IDC China*
Diego Anesini *IDC Argentina*
Luciana Sario *IDC Argentina*
David Gradijan *Online Publishing Group*
Lawrence Coffin *CXO Media*
Donna Sussman *Computerworld*

2

Jeffrey Janukowicz *IDC*
Anna Lindblad *IDC*
Benjamin Tucker IV *IDC*
Patricia Lucey *IDC*
James Brevard *IDG*
Michael Bobrowicz *IDG Syndication & Networks*
Ellen Cobb *PC World*
Terri Sanford-Cook *Online Publishing Group*
Anne Taylor *CXO Media*
Pam Stenson *CXO Media*
Dan Doherty *Computerworld*
Jenna McGuirk *Computerworld*
Ken Gagne *Computerworld*

1

Lay Fang Tan *IDC Singapore*
Poon Wei Ang *IDC Singapore*
Amarjeet Kumar Sahay *IDC Center for Consultancy & Research/India*
Jessica Martinez *IDC Mexico*
David Bradshaw *IDC U.K.*
Gerson Martins *Now!Digital Business*
Kazue Harada *IDG Japan*
Meera Singh *IDC*
Stephen Kahn *IDG Capital International*
Linesh Patel *IDG*
William Chu *GamePro Media*
Jay Zheng *Online Publishing Group*
Elise Ryan *CXO Media*
Dianne Ford *CXO Media*
Diana Cooper *Computerworld*
Lauren O'Brien *Computerworld*
Alexis Bartiromo *Computerworld*
John Anane-Sefah *InfoWorld*

One on one

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apps for PC Advisor and Macworld U.K.

The New York Times has created a special native iPhone app that I think points to where we all want to be. And USA Today just launched its native iPhone app that essentially takes an existing Web app and encases it into an iPhone native container — a capability that Apple's iPhone SDK offers for quick-and-dirty "native" app development. We've also created such a "native" version of our mobile site, but I'd prefer to add some unique iPhone capabilities to it before making it a publicly available beta. I believe the iPhone community will be highly sensitive to "native" applications that are identical to their Web app versions.

The Wall Street Journal has also launched a BlackBerry-specific version of its site, which is interesting. It's very stripped-down, much like mDog, to work in the majority of BlackBerrys' limited capabilities. We'll keep an eye on it to see if it's worth adapting.

Q What do you see as the potential for further mobile experiments?

A The key missing ingredient in content sites' mobile versions today is revenue. Some have ad-serving capabilities (as does our experimental site). But the ads are tiny and limited in what they can deliver. The small screen environment of mobile — even on an iPhone — makes the creation of engaging ads difficult. And you can't use the whiz-bang Flash ads in mobile that are so common on the desktop, at least not on the iPhone.

I suspect that for mobile content sites, the revenue strategy will center around lead generation. Not for access to the basic content, since registration has not fared well on desktop content Web sites, but for premium services, such as receiving alerts or price quotes, that use the content as a launching pad for more transactional activities. These may be integrated with content offerings or be self-contained mobile tools that leverage the reputation of the content site's brand to stand out from the crowd.

If sponsors can come up with mobile-appropriate offerings that could help drive lead gen as well. Today, most sponsored lead gen involves Webinars or PDF white papers. Webinars usually use proprietary technology that is not mobile-compatible, and while modern mobile devices can display PDFs, the PDF content is designed for a sheet of paper, so it's hard to use in the mobile environment. I suspect there's an opportunity for IDG to help drive the development of these mobile-optimized sponsor offerings.

Guaranteed Monday morning delivery

IDG employees can receive IDG World Update as a PDF file — with full-color photos — via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (www.idgcentral.com).

celebrating 10!

Name
Randy Giusto

Home
Medway, Mass.

Joined IDC
July 1995, Program Manager, Mobile Computing

Current title, what my job involves
Group Vice President and General Manager, Consumer, New Media, Computing, and Pricing. We research both hardware and services in these areas and live and breathe "convergence" on a day-to-day basis.

Three things I do in a day's work
Tweet, IM and e-mail across a base of employees, clients and other industry connections.

Best part of my job
That every day I get to work with an amazing group of analysts and support staff who are experts at what they do and are well respected by clients, the press and peers both inside and outside of IDC.

I joined IDC because...
I was tired of working for boutique research firms where paychecks bounced or where the CEO left every three months. I had already spent several years working for technology-related vendors, and decided that I needed to see the industry from a broader vantage point.

What's kept me at IDC for 10 years
My team and the ability to work with them on some really cool projects and initiatives over the years.

Family
Wife Dorothy; son Jake, 12; daughter Elena, 9.

Memorable accomplishment
Starting a survey panel in 1999 before it was cool, raising the level of our team's primary research capabilities, delivering unique primary research over the years, launching ConsumerScape 360 our global consumer survey effort, and partnering with many other firms on innovative research approaches while managing a very limited survey budget compared to our competitors.

Dream destination
A month exploring either Iceland or New Zealand.

Fantasy job
Riding my bicycle and delivering the Miami Herald in Key West (see lottery question.)

My last good deed
My wife and daughter volunteer for NEADS, the New England chapter of Dogs for Deaf and Disabled Americans. We've recently opened our home as weekend puppy raisers for dogs in their one-year intensive training program, who are then placed with children or adults with special needs, including many veterans returning from Iraq and Afghanistan with debilitating injuries. My family is trying to convert me from being a cat person. My son and I are starting to donate time at area cat shelters, so we don't lose our status among the feline world!

IDC's ***Randy Giusto*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner celebrating his 10 years of service to the company.*

First job
I was 14, and when a traveling circus came to our high school outside of Cleveland, Ohio, over Memorial Day weekend, I got a job selling popcorn in the stands.

What it taught me
Not to look down between the open stands when you've got 50 boxes of popcorn hanging from your neck!

Favorite celebrity encounter
During college at Cleveland State I worked in the media lab and used to hang out at the Cleveland Agora and other area music venues. I got to photograph several upcoming groups and performers such as U2, Iggy Pop, R.E.M. and The Talking Heads. You had to get used to getting sweated on and crushed! But to this day, I still know how to get close to a stage!

If I won the lottery tomorrow, I would
Move to Key West, get a morning paper route, and spend my afternoons in a hammock sipping rum runners.

Manager's profile
"Randy has shown IDC that his insight into the consumer market, our competitors, and our client needs lend themselves into forward-thinking opportunities. He is that gadget man who is always one step ahead of you with any cool mobile device or desktop computer."
— *Vernon Turner, senior vice president & general manager, Enterprise Computing, Network, Consumer, and Infrastructure*

and finally

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, E for All, Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://

IDG World Update

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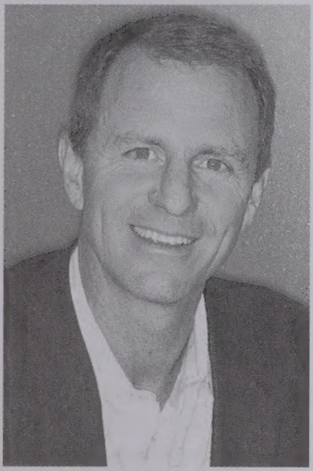
WWW.IDGCENTRAL.COM

PCW adopts more flexible, scalable online content strategy

Product capsules combine news, reviews, how-to's, user and vendor content



“Increasingly, we think of content as data, hich is a big step to our becoming a truly Web-centric organization,” said PC World President and CEO ***Mike Kisseberth****.*

PCWorld.com has always included product news and reviews, but the product capsule strategy it launched last October allows the site to organize those product reviews, news announcements, how-to's and related content from its editors and users, as well as add valuable content from vendors and partners that can be presented and accessed by users in a variety of ways.

Product-related content — editorial reviews, pricing, specs, user reviews, news, etc. — previously lived in different places across PCW.com. "Now we've formatted all that content into product capsules that serve as a sort of home page for each product on the site," said **Sue Krenek**, PC World VP, Business and Legal Affairs. "We can add and subtract content around that product, maximizing the use of our editorial content and best serving our users."

The product capsule on PCWorld.com for the Canon Powershot SD1100 digital camera, for example, starts with an overview landing page showing a photo of the camera; PC World's rating and review of the camera, listing its pros and cons; two user reviews with a link to more; a Pricegrabber list of online stores selling the camera, ranked by price; and a PCW guide to buying a digital camera. Tabs across the top of the product capsule take readers to more detailed Reviews, Lab Tests, Specifications, Help & Tips, Similar Products and Best Prices. The page also offers links to PCW.com's latest camera "news, reviews and how-to's," any available video content on the site, sponsored links for point-and-shoot digital cameras and a link to Retrevo — an external product review search service for electronics — for other similar product review comparisons on the Web.

"The thing we're passionate about covering at PC World is technology products," said **Mike Kisseberth**, president and CEO of PC World. There are currently approximately 15,000 products in the PCW.com database, a number expected to reach about 25,000 by the end of the fiscal year. Product reviews are also PCW.com's richest revenue source,

continued on page 4

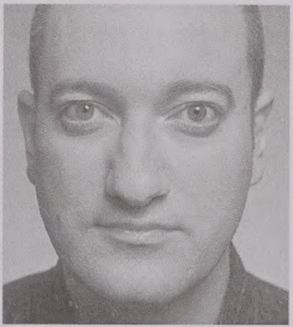
IDG U.K. readies mobile versions of PC Advisor, Macworld

New platform expected to help expand audience to a new demographic

IDG U.K. will roll out mobile versions of its flagship B2C sites — PC Advisor and Macworld — on Feb. 15, becoming the first IT publisher in the U.K. to reach users on their smart phones.

According to Publishing Director **Simon Jary**, the mobile platform is an important step for growing both revenues and audience, and by launching now, he said he was hoping to gain first-mover advantage. "We hope to be the first major technology titles to have a proper mobile content strategy, to grow traffic quickly and steal a march on our competitors," he said.

In the initial launch, the sites will offer news, reviews and blogs with content being updated throughout the day. PC Advisor's online video service will also be offered in the coming months. PC Advisor boasts the biggest tech forums in Europe with more than 280,000 registered users. Jary said his team will migrate some of the forum traffic to the mobile platform as well.



Publishing Director ***Simon Jary*** *said IDG will be the first IT media publisher in the U.K. to offer mobile access to its content.*

For now, Jary said editors will post the same content on the mobile sites as they do online. "We might edit articles differently in the future once we've monitored response, but initially the articles will be the same as those appearing online," he said.

Jary said that it is difficult to forecast traffic but noted that the publications' audiences are very

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Calendar project in Italy benefits Amnesty International *page 2*

Contribute to IDG's future on the Vision 2020 blog *page 2*

One on one: Nancy Newkirk, vice president,IDG Technology Services Group *page 3*

Connect with the IDG group on LinkedIn *page 6*

Celebrating 10: CEOCIO China's Han Bing *page 7*

Celebrating 20: IDG's Laura Brady takes the trip of a lifetime *page 8*

newsworthy in brief

Calendar project brings in revenue, benefits Amnesty International

IDG's publishing licensee in Italy has revived a special project that generates revenue, demonstrates client appreciation and celebrates the 60th anniversary of the Universal Declaration of Human Rights.

Noting in a press release that "during a period of economic crisis, and with growing concerns for the future, the protection of people's human rights has to be considered the first aim of every civil society," Nuov@Periodici produced a 2009 calendar, designed in-house by Graphic Artist **Silvia Santi**, that depicts 12 Nobel Peace Prize winners. The calendar includes the text of the 30 articles that constitute the Universal Declaration of Human Rights that was adopted by the United Nations General Assembly on Dec. 10, 2008.

CALENDARIO
DEI DIRITTI UMANI
60° ANNIVERSARIO
2009
6,90
AMNESTY INTERNATIONAL

One Euro from each newsstand sale and two Euros from online sales are being donated to Amnesty International.

Among the people and associations featured are Nelson Mandela, the Dalai Lama, Martin Luther King, Elie Wiesel, UNICEF and Amnesty International.

Nuov@Periodici CEO **Mario Toffoletti** came up with the idea, saying it was a way "to pay homage to heroes of our modern history and a way we can support the cause of Amnesty International, which was established to protect people wherever justice, freedom, truth and dignity are denied."

With a print run of 11,000, the calendar was delivered as a gift to the company's clients and agencies and also sent to Italy's largest media outlets and famous personalities involved with UNICEF's and Amnesty International's charitable activities. For the general public, the calendar costs 6.9 Euros (US$9). One Euro ($1.30) from each newsstand sale and two Euros ($2.60) from sales via Nuov@Periodici's online shop are being donated to Amnesty International. Banner ads on all of Nuov@Periodici's Web sites and house ads in its publications promoted the calendar, and the company also got some good press from a number of media outlets.

Toffoletti also initiated fundraising calendar projects in 2001 and 2002 to benefit Emergency, an Italian humanitarian group, and in 2003 to support the African Medical and Research Foundation.

Write to Nuov@Periodici Marketing and Communications Coordinator ***Claudia Cavalleri*** *at claudia_cavalleri@nuovaperiodici.it.* WU

Vision 2020 blog seeks employees' ideas for IDG's future success

What IDG will look like as a company in 2020 was the topic of multifaceted discussions at last year's IDG Global Product Line meeting in Lisbon. In order for more employees to contribute their ideas, a "Vision 2020 blog" is now available on IDG Central. The topics essential for IDG's success in years to come are:

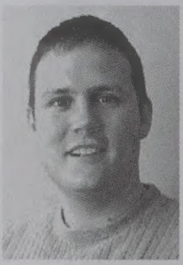
- How to survive a core audience of IT — or to expand?
- Decentralized model — is it sustainable?
- Innovation
- Attracting and keeping good people
- Content delivery: staying ahead of our customers
- Brand longevity and survival
- Face to face: the future of events and peer groups
- Audience of 2020
- Internal communication and best practice sharing

Join the discussion on any of these topics, add your own thoughts/content/links/ideas, and help IDG continue to innovate in these areas in the years to come.

Do you have a question for fellow colleagues about a particular topic? Has your business unit tried something innovative in one of these areas? Has your business unit learned a valuable lesson (good or bad) on one of these areas? Add your thoughts by clicking on the "Comments" section at the bottom of each topic post.

The blog also includes information about each of the topic areas discussed in Lisbon and links to video summaries of the five-minute presentations. WU

Driving Innovation blog



Pimental

Tom Pimental, director of product development, Computerworld, CXO Media, Infoworld, sees a dangerous precedent in the recent settling of a suit between the New York Times Co. and Gatehouse Media in which Gatehouse claimed that the NYT violated copyright by using its headlines and descriptions without prior written consent. There is a "generally accepted notion that content in RSS feeds fall under fair use," Pimental writes. "The fact that the New York Times settled a case that prevents fundamental Web etiquette is alarming and may open the door to similar accusations. As a media company, we should be acutely aware of the implications of these types of events." To read more, visit www.idgcentral.com.

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one on one

the interview

Nancy Newkirk
The vice president of IDG Technology Services is this week's columnist. Reach her at nancy_newkirk@idg.com.

Technology Services Group at-a-glance

Location Framingham, Mass.

Number of employees 35 plus one in San Francisco.

Recent accomplishment
Moved Network World's IT infrastructure to Framingham, Mass., from Southborough, Mass., and brought InfoWorld technology and e-mail in-house from our outsourced partner, saving InfoWorld several thousand dollars a year while providing better service.

Priority goals in FY09
We are focused on:
- Customer Intelligence system version 2
- Domain cleanups to facilitate collaboration

Q Can you briefly outline the Technology Services Group's scope of work?

A Technology Services Group (TSG) deals with infrastructure and systems that support the non-customer-facing technologies (for the most part). We support e-mail and calendaring for many groups and business units (BUs). We support the financial systems used by corporate for U.S.-detailed financials and global consolidation and reporting.

We also develop and support customer-facing systems used by some of the BUs for e-mail marketing, events registration and awards. We work with the IT groups at the BUs in sharing common best practices and making sure our technologies talk to each other as needed. We also manage a data center in Framingham, Mass., that serves many BUs. The data center allows the business units to have servers in the data center where my group manages the heat, power, backups, etc. for, so the BUs don't have to have that skill set. We work closely with the Online Publishing Group, IDC's IT group and the West Coast IT group in making sure e-mail, file access and networks are all connected and working.

Our role is distinct from the Online Publishing Group, which manages the online design, production, technology and audience development for IDG's enterprise brands (Computerworld, CIO, CSO, InfoWorld and Network World).

Q What kinds of safeguards are in place at the corporate level to combat spam and computer viruses?

A During December 2008 Postini received 2.3 million e-mails to valid addresses for the BUs we support. Of those, 1.5 million were immediately rejected as egregious spam, not even worth quarantining; 240,000 e-mails were quarantined as spam; 5,000 e-mails were quarantined as viruses; and 555,000 were actually delivered to our e-mail system. So, of the e-mails sent to us with valid addresses, only about 24% are 'real'. We still spend two to four hours a week on spam filtering in-house, since Postini isn't perfect. Right now, I think all or almost all of our U.S. business units and a few globally use Postini.

Q What's the closest IDG has ever come to a major virus attack and how did TSG respond?

A We haven't had much trouble with viruses; they are usually isolated to one or two laptops or one server. We have had issues where a hacker has gotten into a server and was using it for the processing cycles. Last year we had a major security review and tightened things up considerably. There is always more you can do, so we'll probably do another security review in six months or so.

Q Is there any movement among U.S. and/or international business units to standardize on a single collaboration software platform (i.e. Lotus Notes or Microsoft Exchange)?

A It's funny, we have several BUs that use Notes and several that use Exchange, but almost none use either well as collaboration software. They're primarily used for e-mail and calendaring, with a few collaboration uses. There is no formal movement toward one platform for collaboration; it seems like each business collaboration opportunity has its own solution. For instance, we have a document management system at IDG that we bought for financial document purposes and are expanding it a little bit to use for others, but we also have documents in salesforce.com and Notes libraries and all sorts of places. There are several different wiki and blog solutions in use around the world for various reasons and different groups. There are also some homegrown apps being used. We are seeing a move towards Exchange for e-mail and calendaring, but not coupled specifically with collaboration initiatives.

Q What kinds of global software or telecommunications contracts does your group manage?

A I am involved in tracking and negotiating the contracts for a few of our vendors: Verizon, salesforce.com (U.S. only; I can't persuade them to extend the contract globally), Omniture, Postini, ON24 and DoubleClick.

Q You mentioned that you are focused on cleaning up domains to facilitate collaboration. Can you explain what you mean by domain clean ups and how will this facilitate collaboration?

A Every business unit has a network domain that you log into in the morning. That login controls many of the applications and file shares that you access. As our business units are working more closely together, we have been crossing domains for people, so that they can access files for all the business units they support. Our goal is to clean that up for the enterprise business units so that they all login to the same domain and have the appropriate security under that shared domain.

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PC World

continued from page 1

IDG WORLD UPDATE

Key staff involved in bringing PC World's new product capsule content strategy to life include (l-r): PCWorld/Macworld Senior Applications Developer ***Kieran Fitzpatrick****; PCWorld/Macworld Chief Technology Officer* ***Aaron Jones****; PCWorld/Macworld Executive VP/General Manager* ***Stephan Scherzer****; PCWorld/Macworld Director, Business and Program Development* ***Brian Buizer****; PCWorld/Macworld Senior Program Manager* ***David Lake****; PCWorld/Macworld VP, Business and Legal Affairs* ***Sue Krenek****; PCWorld Senior Editor* ***Roman Loyola****; Macworld Senior Web Producer* ***Curt Poff****; PCWorld/Macworld President and CEO* ***Mike Kisseberth****; and Macworld VP, Editorial Director* ***Jason Snell.***

and ads on reviews have the highest click-through rates on the site. Sponsored links on product pages also perform well. "Our product capsules are replacing articles as a central data point. Increasingly, we think of content as data, which is a big step to our becoming a truly Web-centric organization."

'Content as data,' according to **Aaron Jones**, PC World/Macworld chief technology officer, means content that is broken down into discrete components that can be compared, related and managed separately. "This means that we can call up any content on a given component from our database in much the same way you would a name from the IDG directory." For example, PCW editorial content on 'digital SLR cameras with an LCD screen over two inches in size' can be called up and placed against all the cameras with those specifications. "We call these chunks of information 'snippets,'" Jones said. "By organizing our editorial insights into snippets, we can apply that knowledge against multiple products."

Kisseberth maintained that "you can't cover products well — or serve your audience — without having a scalable technology platform," which the product capsule format provides. "As our audience grows we are ready for that increased traffic," Kisseberth said. "The content that we write can go more places on the site. We can present editorial insight on products of certain configurations, regardless of whether we have reviewed the product. If we want to improve the way we present our product content, we can make the change once and apply it to thousands of products. We can add partner content to every product in our catalog if we want to, and we can tag advertising only to products that have a certain configuration, improving performance for our advertisers."

Product capsules contain information not only from PC World and its readers, but paid content from vendors and partners can also be added to reviewed and unreviewed products. "Vendors' sites are unique, and each vendor presents information about their products differently," Kisseberth said. "We can take content from vendors' sites and put it into a consistent format, making it easier for a user to compare and comment on the content. It normalizes the information-gathering process."

Vendor content is clearly labeled, and PC World determines what is or isn't posted in a product capsule. "We want the vendor content we host to add value to the experience, and we'll work with vendors to determine what we use," Kisseberth said. "The vendors don't want junk up there either, but in the end our audience will tell us what is and isn't adding value."

Kisseberth said they considered the idea of allowing vendors to post content for free, "but we are quickly moving away from that idea. We don't want to miss the revenue opportunity this represents. We are contemplating a number of pricing models, but how much we can charge will ultimately depend upon the level of engagement from the audience."

A user reading a review is already in "the purchase funnel" and considering a product, according to Kisseberth. "Any promotion that runs with our own content will add value to his experience and is more likely to be seen, read and acted upon. The vendor content serves the users, it serves the marketers and it serves us by driving commerce. In the end, this user-driven presentation of product information

continued on next page

Project teamwork

PC World President and CEO **Mike Kisseberth** said that the product capsule project, from concept to going live, was a true team effort across the PC World/Macworld organization.

"Hats off," he said, to the following key team members: Senior Applications Developers **Kieran Fitzpatrick** and **Justin Counts**, Applications Development Director **Jim Hutson**, Web Design Director **Jason Brightman**, Senior Program Manager **David Lake**, Senior Editors **Tim Moynihan**, **Melissa Perenson**, **Roman Loyola**, Macworld VP/Editorial Director **Jason Snell**, Senior Web Producer **Curt Poff** and PC World Test Center Director **Jeff Kuta**.

Coming up

IDC CIO Summit Series 2009
Reflections and Innovations Ahead
Feb 8-9
Dubai, United Arab Emirates
www.idc.com

IDC's Cloud Computing Forum
Feb. 12
San Francisco
www.idc.com

IDC Enterprise Social Networking Forum
Driving Profits, Customer Retention and Product Development
Feb. 12
San Francisco
www.idc.com

Premier 100 IT Leaders Conference
A Computerworld event
March 1-3
J.W. Marriott Grande Lakes
Orlando, FL
www.computerworld.com

DEMO
A Network World event
March 1-3
Palm Desert, CA
www.demo.com

Global Media Institute
An IDG Corporate Training Program for senior- and executive-level leaders
March 16-20
Boston
Contact:
laurie_butson@idg.com

IDC IT GRC Management Summit
March 25
New York City
www.idc.com

The IDC Software as a Service Summit:
End-to-End Solutions & Platforms for the Next Generation of SaaS
March 26
New York City
www.idc.com

To have your events listed on IDG Central please send the relevant information to world_update@idg.com.

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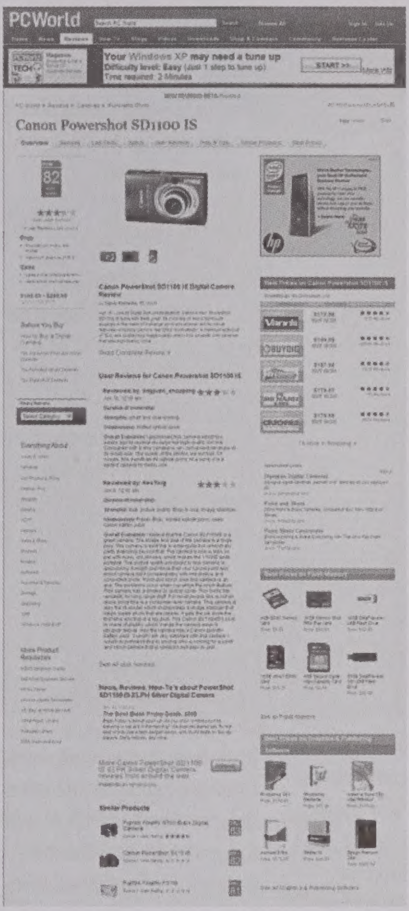
shortens the purchase cycle because users can choose just the information they need. It's an affirmation of the purchase and users feel more confident in their decision — and more confident in using PCW.com for help in future ones."

The product capsules also lend themselves to new custom sponsorship models. "If Intel has messaging that is applicable to all Netbooks with an Atom CPU, we can do a database call against all products that are the size of a Netbook and have that CPU," said **Brian Buizer**, PC World director of business development. "We can then serve an ad or promotion with content that is relevant to the Atom and Netbooks. This allows us to take contextual advertising to the next level. The greater the context, the better the performance and the more we can charge for our inventory."

The response from vendors has been "universally positive," Kisseberth said. "The product capsule has helped revitalize our brand in their minds." Users seem to like it, too. Page views to product-related pages have grown from around 14,000,000 per month at the time of the October launch to more than 18,000,000 per month. User satisfaction scores around product presentation have also increased, Kisseberth noted.



Product capsules give PCW.com more ways to monetize product reviews.

Product capsules give PCW.com more ways to monetize product reviews. Besides paid vendor content, the capsules provide thousands of additional opportunities for PCW.com to be found through search engine results. "Our traffic is growing, and our Google referrals have jumped 5% since we launched [the capsules], but it is unclear exactly how much impact they're having," said **Stephan Scherzer**, PC World/Macworld executive VP. "We are doing a lot of fine tuning with the platform. Because the platform is scalable, if we believe a change will improve our search ranking for one review, we can apply those changes across the entire database."

Product capsules will be rolled out on Macworld.com later this fiscal year.

For more information contact Mike Kisseberth at mike_kisseberth@pcworld.com or Sue Krenek at sue_krenek@pcworld.com.

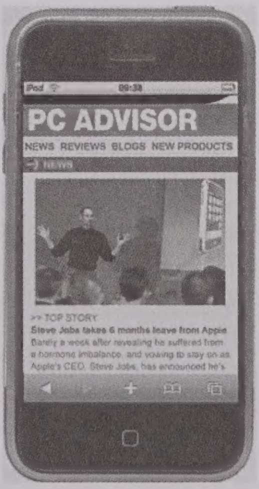
IDG U.K. mobile sites

continued from page 1

mobile saavy. "Smartphone use is high among our readers, particularly on the iPhone. Delivered correctly, we feel that mobile is a valuable, low-cost means to reach a tuned-in audience that is sometimes hard to reach via other media."

The two sites were developed by mobile marketing agency YOC Group, which is also serving as the exclusive ad sales representative across the sites. Eventually, Jary said, the publications' own sales teams will sell on mobile, "but the six-week launch sponsorship opportunity will be covered by YOC."

"We briefed several major players in the mobile space, and YOC was the only one that offered us a complete solution — being able to develop, build and sell our sites," Jary explained. YOC is also working with IDG Germany.


PC ADVISOR
NEWS REVIEWS BLOGS NEW PRODUCTS
NEWS
>> TOP STORY
Steve Jobs takes 6 months leave from Apple

The mobile service is being promoted in print and online, where a page on the publications' Web sites explains the service and includes an emulator for users to try it out.

"As a new medium, mobile offers us a great opportunity to reach out to a new demographic — an audience that might not otherwise access our content in print or online. That's one reason why mobile is very exciting to us, as we build on our market-leading online success," Jary said.

For more information, contact Simon Jary at sj@idg.co.uk.

noteworthy people

New employees

IDC U.K. has hired **Kitty Kovacs** as a conference specialist. She was previously an events manager at ICST in charge of organizing academic IT conferences. Kovacs has a degree in teaching with a specialization in visual communication. A Hungarian native, she lives on a seven-foot-wide narrowboat named Genesis on the River Thames and recently traveled across England and Europe with her boyfriend on their Honda Transalp motorcycle. *kkovacs@idc.com*

Previously program manager, Certification and Training, with Human Services Management Corp., **Gwenn Weiser** joins the **CIO Executive Council** as group services manager with primary responsibility for Pathways Leadership Development program. She holds a B.S. in computer information systems from Bentley College in Waltham, Mass., and is a member of the Suburban Women's Competitive Soccer league. *gweiser@cio.com*

Returning employees

Previously an account director with Computerworld and then a regional sales manager with Forbes Media, **Cindy Wager** returns to IDG as development manager/Western region for the **CIO Executive Council**. A graduate of Ohio's Kent State University, she holds a B.S. in education. In her free time she enjoys wakeboarding, skiing and cycling. *cwager@cio.com*

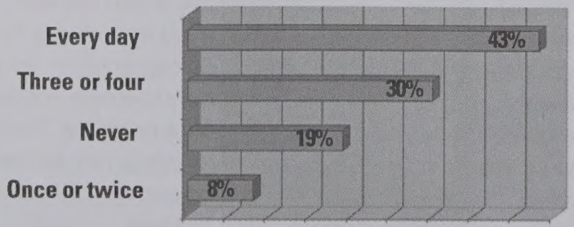
Transfers

IDC Health Industry Insights Consulting Manager **Alexandra Kim** moves to **IDC Asia/Pacific**'s Health Industry Insights group as associate director. Her responsibilities will include analysis of the Asia/Pacific health care markets, conducting primary independent research and preparing reports and presentations. Before joining IDC, she was a senior consultant with Verispan's custom consulting group. She holds a B.S. in political science from Massachusetts' Wellesley College, and M.A. from Boston University's Graduate School of International Relations and an M.B.A. with a focus on MIS from Boston University's Graduate School of Management. She will initially continue to work out of IDC's Framingham, Mass., office with frequent extended travel to Asia. *akim@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Question of the Week for Jan 26

How many times a week do you eat lunch at your desk?



Log on to www.idgcentral.com to vote on this week's question: How many of the "Best Picture" Academy Award nominees have you seen?

One on one

continued from page 3

Q What are some of the recent improvements you've made to IDG's home-grown revenue system, TRS, that have benefitted in-house customers?

A We've made TRS available over the Internet in a secured fashion through a technology called the Citrix Access Gateway. This summer we disabled the entire WAN we used to access the financial systems and replaced it with the Gateway. This allows people to get to financial systems from anywhere, not just places on our WAN. It also saved IDG a few thousand dollars a month for the cost of the WAN.

We also transitioned all of our reporting to Web Focus, a technology from IBI. Web Focus allows us to create reports as PDFs or Excel spreadsheets and e-mail the results rather than a report that is sent directly to the printer. This should save on paper costs, printer costs, etc. It also allows for better access to information. Instead of having to type some of the numbers into a spreadsheet, the report is already delivered in a spreadsheet.

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com. WU

Connect with the IDG group on LinkedIn

IDG Netherlands Editor **Onno Karman** has created at IDG group on LinkedIn as a way to stimulate increased inter-business unit networking and start discussions about new technology and day-to-day business issues. The group has 128 members to date, with the following active discussions:

Is anybody working on an iPhone app for their magazine/site/brand?
— Onno Karman, editor, IDG Netherlands

CEOCIO China, a business/IT management magazine under the direction of China ComputerWorld Publishing & Services Co., is looking for IDG partnerships for content exchange, link exchanges and other areas of mutual benefit.
— **Magi Zeng**, editor, CBfeature.com

Looking to develop greater collaboration from an audience development perspective with other IDG business units.
— **Sean Nakamura**, director, Audience Development, Online Publishing Group

Go to www.linkedin.com and search under groups for IDG, or write to okarman@idg.nl.

Calling all photographers!

The IDG World Update editors are looking to identify employees worldwide with access to digital cameras who are willing to serve as on-call photographers at their business units.

If you would be willing to take an occasional photo of a newly hired colleague, an event happening at your office or employees being profiled in a World Update story, please write to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28
Karen Weston *IDC*

21
Laura Sears Brady *IDG*

20
John Cox *Network World*

15
Maria Freiria *IDC Benelux*

14
Julie Boudreau *IDG*
Natalie Eisner *IDC*

13
Christina Josefsson *IDG Sweden*
Claudia Cavalleri *Nuov@Periodici Italia*
Silvia Santi *Nuov@Periodici Italia*

12
Sandra Rogers *IDC*

11
Kate Zinn *IDG Corporate Sales*
Thomas Højrup Pedersen *IDG Denmark*
Christian Moeller *IDG Germany*

10
Steffen Berchtold *IDG Germany*
Katerina Kasparova *IDG Czech*

9
Deborah Harkins *IDG World Expo*
Brad Nickerson *IDG*
Arthur Payne *IDG Sweden*
Donald Jin *IDC*

8
Javier Presa *IDG Spain*
Makie Okashiro *IDG Japan*
Jan Hein Bakkers *IDC Benelux*
Henriette von Wangenheim *IDG Germany*
Ann Marie Demers *IDC*

7
Neal Silverman *Network World*
Sigrun Rueb *IDG Germany*

6
Xin Zhang *IDG China*

5
Sharon Tan *IDC Malaysia*
Sverker Brundin *IDG Sweden*
Mimei Ito *IDC Japan*
Todd White *IDC*
Efrain Lopez *IDC*

4
Vincent Delfau *IT News Info*
Jacquie Hendriks *IDC U.K.*
Torgny Södrin *IDG Sweden*
Mikael Salo *IDG Sweden*
Anna Lagersrantz *IDG Sweden*
Bernadette Jochum *IDG Germany*
Joseph Barkai *IDC*
Michael Witty *IDC*

3
Lars Jacobsen *IDG Denmark*
Rune Pedersen *IDG Denmark*
Gazmend Kllokoqi *IDC U.K.*
Henrique Hermont *IDC Brazil*
Celestine Tan *IDC Singapore*
Natalie Ferreira Nunes *IDG Germany*
Yukiharu Yorifuji *IDC Japan*
Helena Hajsterova *IDG Czech*

2
Maria Marfori *Network World*
Junnell Reyes *IT World Canada*
Simone Roevens-Leuthardt *IDG Switzerland*
Agata Kuron *IDG Poland*
Solange Puharré *IDC Brazil*
Liawana Liswojo *IDC Australia*
Dave Wang *IDC China*
Debashis Tarafdar *IDC Singapore*
Worajate Charoennish *IDC Thailand*
Hiroyuki Tsuzuki *IDC Japan*
Péter Halász *IDC Hungary*

1
Brian Jackson *IT World Canada*
Jeannette van Zeijst *IDG Netherlands*
Herman Mantel *IDG Netherlands*
Andrzej Maciejewski *IDG Poland*
Malgorzata Polawska *IDG Poland*
Jens Genders *IDG Denmark*
Jacob Wittorff *IDG Denmark*
Jonathan Arber *IDC U.K.*
Alexandre Campos *IDC Brazil*
Lilianee Lima *IDC Brazil*
Sylvia Wunsche *IDC Benelux*
Sheila Lam *IDC Hong Kong*
Do-Young Park *IDC Korea*
Shoji Fujikura *IDC Japan*
Hiroshi Shibutani *IDC Japan*
Jakub Kunes *IDG Czech*
Cestmir Zak *IDG Czech*
Benjamin Friedman *IDC*

celebrating 10!

IDG Chairman ***Pat McGovern*** *escorted CEOCIO China Art Editor* ***Han Bing*** *to dinner to celebrate her 10 years of service to IDG.*

Name
Han Bing

Home
Beijing

Joined IDG
May 20, 1998 as art editor, CEOCIO China, the position I hold today.

What's kept you at IDG for 10 years?
The working environment and the personalized administration.

Most challenging part of your job
Creating good design on a tight deadline.

Favorite desk item
A glass cup given to me by a friend.

Best piece of advice you've ever received
"It would always be helpful to learn a new skill."

Family
My husband Tian Yi.

What do you want to become when you were a child?
A writer.

One possession you'd grab if your house were on fire?
My cell phone.

Favorite vacation spot
Provence, France.

Favorite sport
Swimming

Retirement dreams?
Traveling around the world.

Manager's profile
"When Ms. Han first came to our magazine, there were fewer than 10 people here. She remains one of our most valued employees."
— Liu Xiangming, publisher and editor-in-chief, CEOCIO China

celebrating 20!

*Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. Recently IDG Bookkeeper **Laura Brady** took the "trip of a lifetime" to Alaska.*

Alaska's state bird, the ptarmigan, changes to white in the winter and brown in the summer to camouflage himself. Here a bird is in the process of changing from white to brown in May.

Name
Laura Brady

Joined IDG
February 1, 1988

Current title
Currently I am the bookkeeper for PC World and Macworld, and I also process receivables for Connell Communications. Over the past 20 years I have done bookkeeping for several different business units and have seen many changes in our systems and procedures.

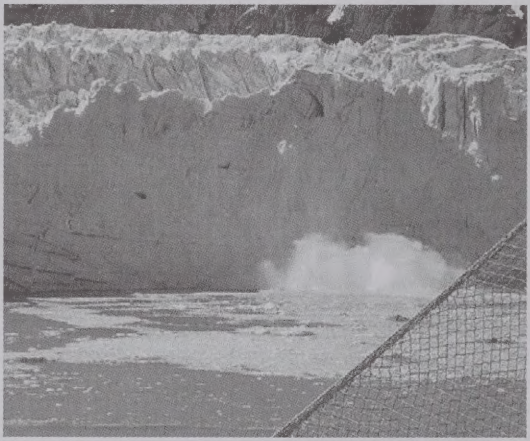
Where she traveled
My husband Paul and I took a 13-day tour called "Alaska and Yukon — Off the Beaten Path Cruise," which began in Fairbanks and ended in Vancouver.

Laura and Paul took a two-hour ride aboard the McKinley Rail from Fairbanks to Denali, where they stayed two days at the McKinley Chalet Resort.

Why Alaska?
Alaska, with its natural beauty and wildlife, has always been at the top of our list of places to see. We also have family and friends who live in Alaska and were fortunate enough to leave the tour group to spend time with them as well. One friend flew us over mountain ranges and glaciers around the Kenai Peninsula south of Anchorage. The weather was beautiful every day of our trip and there was daylight well into the evenings.

Caribou at the Alaskan Wildlife Conservation Center.

*IDG's **Laura Brady** and her husband Paul aboard the Zaandam. An eight-day cruise through College Fjords and into Glacier Bay comprised part of their trip.*



A new iceberg spashes as it calves or breaks off a glacier and falls into Glacier Bay.

Highlights
We took several excursions including a jeep drive through the Denali National Park and a horseback ride through the tundra and taiga of Denali. Aboard the ship "Zaandam" we cruised through College Fjords and into Glacier Bay where we saw fabulous glaciers calving. We took a whale watch in Juneau, a river float trip through an eagle preserve in Haines, and rode 2,000 feet of zip lines through the rainforest in Ketchikan. This was the trip of a lifetime.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Simon Jary *IDG U.K.*
Mike Kisseberth *PCW/MW*
Nancy Newkirk *IDG TSG*
Karen Ren *IDG China*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, E for All, Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

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WWW.IDGCENTRAL.COM

GamePro Media taps Yamaguchi Hughes for top post

IDG WORLD UPDATE

Marci Yamaguchi Hughes *spent 18 years with Ziff Davis, 14 of them in its games group.*

Marci Yamaguchi Hughes has joined GamePro Media as executive vice president and general manager following the departure last week of President & CEO **Dan Orum**. A 14-year veteran in the Game Group at Ziff Davis Media, Yamaguchi Hughes will report to IDG Communications CEO **Bob Carrigan**.

Prior to joining GamePro Media, Yamaguchi Hughes spent a total of 18 years with Ziff Davis Media, most recently as senior vice president of sales at 1UP Games network, which was sold to Hearst Interactive last month. She led the launch of 1UP in 2003 and has been responsible for all advertising revenue at the group with a record of continuously increasing online ad revenue. That group includes 1UP.com, GameVideos.com, MyCheats.com, FileFront.com, Gametab.com, and EGM (Electronic Gaming Monthly). Under her leadership, the print and online sales teams were successfully integrated several years ago. Her career at Ziff Davis began in 1989 at MacUser and PC Week.

"Marci is a terrific leader and one of the most highly regarded senior sales executives in the games media space, so she is sure to generate new opportunities for IDG," said Carrigan in announcing her appointment.

Yamaguchi Hughes serves on the board of M16, the Association of Electronic Interactive Marketers and organizer of the M16 conference. She lives in San Mateo, Calif., with her husband and son.

Yamaguchi Hughes will work in GamePro's San Francisco office and can be reached at mhughes@gamepro.com. WU

What a difference 28 years can make!

For a bit of historical perspective, be sure to check out the YouTube clip **Tom Pimental** has posted to his blog on IDG Central. In it, the science reporter for San Francisco TV station KRON reports on the early efforts of the San Francisco Examiner to move online in 1981. Explains one of the newspaper's reporters, "We're not in it to make money."

If you need a login for IDG Central, use the link at www.idgcentral.com to request one.

Corporate training grads reflect on career gains

For more than 20 years, IDG has offered a series of multiday corporate training programs that as a whole explore IDG's culture, core functional areas and strategic issues and help employees build management and leadership skills.

Participants are nominated by their senior management team for the Global Media Institute, the Media Management Institute, the Management Excellence Program and the IDG Professional (see sidebar, page 4). All include presentations and panel discussions with IDG executives, business unit presidents, and senior leaders; occasionally outside experts are guest speakers. Each program includes a case study component in which teams of participants work on a business challenge relevant to all IDG media companies.

continued on page 4

Links adjustment boosts mobile page impressions

Careful analysis and some technical changes have resulted in big gains for PC-Welt's mobile site, http://mobil.pcwelt.de, as the Munich-based group recently realized a 300% increase in daily page impressions.

"We've been running Google analytics to measure the ranking and index quality of our mobile sites," said **Dominik Grau**, PC Welt online director. "Two members of our team discovered that our old link-heavy mobile content was a great place to set up automatic redirects for PCW Mobile. The technical team added automated functions to link every piece of old content to identical content on the new site. This easy but very effective tweak boosted our traffic to 5,000 to 7,000 page impressions per day." The mobile site was previously seeing between

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Inside this issue

Germany's first iPhone magazine hits the newsstands *page 2*

IDG Switzerland aims to add revenue with press release service *page 2*

One one one: IDG Syndication & Networks CEO Peter Longo *page 3*

Test your creativity with the latest cartoon caption contest *page 8*

Celebrating 10! Electronic Engineering and Product World 's Liu Gang *page 8*

newsworthy in brief

Germany's first iPhone-focused magazine hits the newsstands

iPhoneWelt
+iPODSPECIAL
40 Power-Tools
Die besten Apps!
Die besten Tipps für iPhone & iPod
40 Power-Tools für iPod & iPhone

Capitalizing on the iPhone's popularity, IDG Germany launched the country's first print magazine dedicated to a mobile platform on Jan. 28. The bi-monthly iPhoneWelt has a print run of 35,000 copies and a 7.90 Euro (US$10) cover price.

In addition to all things iPhone, each 100-page issue covers iPod devices as well and will focus on a specific topic — the February/March issue looked at the iPhone in business — with practical instructions, tips and how-to guides. A cover-mount CD includes additional material, such as "40 Power Tools for iPhone and iPod," episodes of the video podcast Macwelt-TV and the previous issue of iPhoneWelt as a highly interactive e-paper. (For details on PCWelt's e-papers, see the Sept. 25, 2006 issue of IDG World Update, available on IDG Central.)

All content is created by freelancers exclusively for iPhoneWelt. An online component, iphone-welt.de, is a subsection of Macwelt.de that will be relaunched soon include content from print, Macwelt.de and other sources.

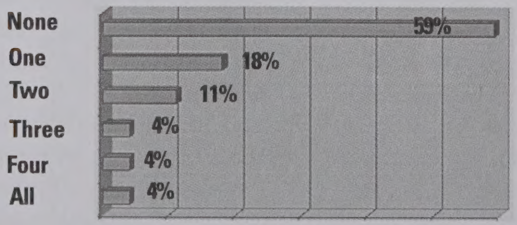
According to Macwelt Editor-in-chief **Sebastian Hirsch**, early indications show newsstand sales in Germany, Switzerland and Austria are off to a brisk start. iPhoneWelt is also available via subscription, and subscribers of Macwelt special issues also receive the publication, though they are sent an e-mail alert about upcoming special issues and can opt out if they choose.

The staff is working on a mobile version of the iPhoneWelt site and on an iPhone application, which will enable readers to subscribe to certain parts of the magazine.

Contact Sebastian Hirsch at shirsch@macwelt.de. WU

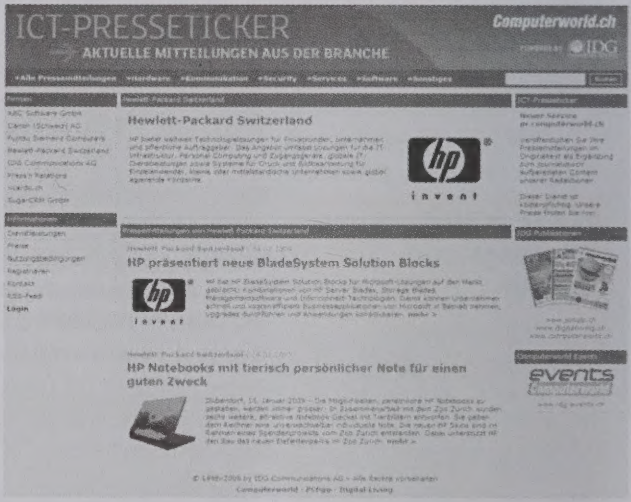
Question of the Week for Feb. 2

How many "Best Picture" Academy Award nominees have you seen?



Log on to www.idgcentral.com to vote on this week's question: How do you typically listen to music in your car?

IDG Switzerland aims to add revenue with press release service


ICT-PRESSETICKER
AKTUELLE MITTEILUNGEN AUS DER BRANCHE
Computerworld.ch

Hewlett-Packard Switzerland

HP präsentiert neue BladeSystem Solution Blocks

HP Notebooks mit tierisch persönlicher Note für einen guten Zweck

With a direct sales effort beginning this month, IDG Switzerland's staff hopes its new press release service will be as successful as the one pioneered by IDG Sweden.

One of the goals of last October's Global Product Line Meeting in Lisbon, Portugal, was to highlight great ideas and best practices so they might be adopted by other IDG business units. Mission accomplished, according to IDG Switzerland Country Manager **Michael Hermann**, who was so impressed with IDG Sweden CEO **Lars Dahmen**'s presentation about his company's press release service that he returned to Zurch and "asked my staff to implement something similar in Switzerland."

Companies now have the opportunity to have their press releases posted to the newly created site, ICT-Presseticker (http://pr.computerworld.ch/), that has a link from the home pages of all three IDG Switzerland sites: Computerworld, PCtipp and Digital Living. Tabbed categories are hardware, communication, security, services, software and other. Online visitors can request RSS feeds for all press releases or just the categories they prefer.

As an incentive for customers to book the press release service for longer than the minimum period, which is three months for 900 Swiss francs (US$774), they can buy six months for CHF 1800 ($1,547) plus another month for free, or one year for CHF 3500 ($3,010) plus two months for free. While customers can post an unlimited number of press releases and remove them as needed, IDG Switzerland recommends each customer maintain no more than 60 at any one time.

A beta version of the service populated by CW Switzerland clients that are testing the system has been live for a few weeks. The sales effort for the new service begins today under the direction of Telephone Sales Manager **Christoph Mayer**, though any IDG Switzerland sales representative can sell the service.

Write to michael.hermann@idg.ch. For more about IDG Sweden's press release service, view the presentation in the Global Meetings section of IDG Central. Read about IDG Sweden's related program, a hosted case studies service, in the Dec. 1, 2008, issue of IDG World Update. WU

one on one the interview

Peter Longo
The CEO of IDG Syndication and Networks is this week's columnist. Reach him at peter_longo@idgsn.com.

Meet the team

Peter Longo, CEO, IDG Syndication and Networks (NY)
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Q What does your group do?

A IDG Syndication and Networks has two primary businesses: the IDG Syndication group and the IDG TechNetwork. Both of these groups are an extension of **Bob Carrigan**'s "beyond our borders" vision for IDG. In order to continue to prosper in a Web-enabled world, we need to forge partnerships in the larger community of the World Wide Web; in our case, by distributing our content on non-IDG sites through the IDG Syndication group and selling advertising on over 150 primarily non-IDG sites via the IDG TechNetwork. Our group has two goals:

- Syndication — distributing content outside our company to grow the traffic on IDG Web sites.
- TechNetwork — distributing advertising outside our company to grow revenue.

Q How do each of those make money for IDG?

A The IDG Syndication group doesn't currently generate revenue directly for the company. The majority of our content partnerships offer the opportunity to use the full text of our content provided the partner includes links in the text of the article as well as a stack of related articles each time any IDG article is displayed. These links and related articles take the reader directly to the corresponding Web page at the IDG property where the article originated. The traffic generated through these Web links and related articles is then monetized by the individual IDG Web sites as part of their ongoing sales efforts. Our Syndication group is headed up by **Michael Romoff**, VP of syndication and networks, and **Josef Robey**, director of syndication.

The IDG TechNetwork generates revenue directly through ad sales. We have approximately 150 Web sites and 350 million impressions per month that we sell. Our TechNetwork reflects the positioning of IDG overall, with individual audience networks that focus on the enterprise IT, tech enthusiast and gaming markets. We sell CPM-based advertising, as well as CPC (cost per click) and lead generation programs.

When we launched the TechNetwork we opened the first IDG office in Manhattan. The New York office serves as our headquarters where we have our East Coast ad sales team and network operations with eight people. We have also opened a San Francisco office where we have four people. Our sales team is led by VP of Sales **Brian Gleason**. We also have an office in Framingham, Mass., for our Publisher Services team headed up by **John Danielowich**. Publisher Services handles the recruiting, set up and ongoing management of the approximately 150 sites that are in the IDGTechNetwork.

A big part of our ongoing selling efforts has been our internal partnerships. [VP Corporate Sales] **Matt Yorke** and his team have done a great job positioning the TechNetwork to our largest accounts and through our partnership with [IDG Connect General Manager] **Frank Cutitta** and his team we were able to launch our lead generation program last year. In addition, by working with [IDG Global Solutions President] **John O'Malley** and the IGS group, we were able to create a partnership allowing IGS to sell our non-U.S. inventory.

Q Where is IDG content currently syndicated and are there other near-term key targets you have in mind?

A To date we have signed 34 syndication deals that are in various stages of development. Our clients run the spectrum from newspaper Web sites to magazine Web sites and content distributors. Some of our high-profile clients include the New York Times, Wired, Forbes, Reuters, Dun and Bradstreet, the Los Angeles Times, the Chicago Tribune and LinkedIn. We expect to continue to expand our pipeline by working with more of the business press as well and some large portals to help maximize our distribution.

Q Can you explain how an ad network works?

A I can try. Basically upon joining the IDG Tech Network, each site makes its inventory available to our network by putting a set of ad tags on its site that correspond to the ad unit they have available. When a Web page loads, those tags fire and let our system know that we have available inventory for the advertising campaigns that we have loaded into our system. Since each site in the TechNetwork has put up these ad tags, we have a comprehensive view of the entire inventory available to us and can use that view to distribute our clients' advertising to the sites where it will perform best through an optimization process.

Unlike many ad networks, the IDG TechNetwork organizes its sites into three audience networks (enterprise, tech enthusiast and gaming) and those audience networks can be further targeted into more than 30 specific advertising channels. As an example, inside our enterprise audience network we have a virtualization channel. When a client like Dell comes to us with a specific campaign around virtualization, we can place their advertising in our virtualization channel to insure that their message is hitting the most likely purchasers of their technol-

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2009 Corporate Training programs

Global Media Institute
Geared to high-potential senior managers and directors; examines strategic issues and leadership challenges facing IDG.
Feb. 3-5, Vienna

IDG Professional
Two-day program aimed at high-potential individuals at all levels of the organization. The goal is to help participants begin to recognize themselves as leaders, assess their leadership strengths and areas that need development
April, San Francisco; June, Boston

Media Management Institute
Emphasizes tactical and operational issues covering IDG's core areas of business. This program is designed to help participants increase their value and contributions to their business units by examining the processes and functions of both print and online publications as well as exploring other aspects of IDG business. Attendees are typically middle managers and senior-level individual contributors who would benefit from a broader understanding of IDG's operations.
May 19-21, Boston

Management Excellence Program
This management development program provides managers with an opportunity to explore a variety of management and leadership topics. Designed for employees who have been in a management role for three to five years.
March 16-20, Boston

Training

continued from page 1

IDG World Update connected with a number of employees worldwide who have participated in the programs and asked them what they gained and how their experience has influenced their IDG careers. One common theme was the valuable networking opportunities — in class, during breaks, at dinners — and "realizing the enormous talent and knowledge that exists in the company and being able to tap into that in an environment outside of your normal hectic work schedule," said IDG Australia Managing Director **Davy Adams**, who attended the U.S. Media Management Institute as an associate publisher in 2003 and the 2008 IDG Global Media Institute

Annan

IT World Canada VP & Chief Strategist **Fawn Annan** attended the U.S. Publishing Institute — now known as the Global Media Institute — at Babson College in Wellesley, Mass., in 2000, four years after she joined the Toronto-based licensee. At the time general manager of events, she found that the three-day program gave her a greater appreciation for brand differentiation and helped her better understand the IDG culture on a global scale.

"I remember [then-IDG Australia Managing Director] **Don Kennedy** talking about his failures, which gave me the confidence to not ask permission but rather for forgiveness after the fact," she said. "I remember others who all had the same gutsy, exciting, no-nonsense approach to how to win a reader, how to win a client and how to win for yourself. It was an awesome week, full of camaraderie, where sales folks worked with accountants and editorial people worked with audience development specialists. I've recommended all IDG training to qualified staff who wish to grow in their careers."

Jary

IDG U.K.'s **Simon Jary** remembers his time at the Management Excellence Program in Boston in 2003 as a mix of fun and long-term knowledge. "As well as winning a team-building competition — alongside ITWorld Canada's General Manager Operations **Nicole Filiatrault** — to build the best tower from toilet-roll tubes, masking tape and paper cups, it was inspirational to discuss higher-management issues with a number of IDG executives, including CXO Media's **Gary Beach** and then-Computerworld chief **Bob Carrigan**. Now I'm a publishing director, and I still use some of the best practices I learned there, and feed these back to all our staff."

Hermann

IDG Switzerland's **Michael Hermann** found "the perfect introduction" to IDG last year through the European Media Management Institute in Prague (February) and the Global Media Institute in Boston (April), which sandwiched his official start as country manager in March. Presentations about the role of the country manager, IDG's financial management practices and managing print in an online world were particularly informative, he said.

"I learned a lot about what being a Web-centric company means, and that inspired me to try a lot of things to transform the Swiss business, including changing CW Schweiz from a weekly newspaper to a bi-monthly magazine that is more dedicated to the company's online strategy." He said he still regularly references the overview of job profiles within a Web-centric company that the IDG Human Resources team distributed in one of the workshops.

"Without these programs, it would have been mu[illegible] more difficult to learn so many things about the corporate culture in such a short time," he said. "I was able to talk to key people in different countries and start growing my network within IDG." IDG Spain Country Manager **Manuel Pastor**, a GMI colleague, has become a helpful resource, as the two often call or e-mail each other to share ideas about event development and creative online business models.

Reinsel

The IDG Training & Development group, which coordinates the corporate training programs, often taps program graduates to talk about their areas of expertise. In 2008, IDC Group VP/Storage & Semiconductors **David Reinsel** was asked to share best practices on remote management at the Management Excellence Program at the Babson Executive Conference Center in Wellesley, Mass., where which he was a participant in 2005. A program director at the time, Reinsel has worked from his home base in Hutchinson, Minn., since joining the company in 2000, and now manages a staff of over 20 analysts and managers.

"I thought it an honor to be considered by manag[illegible]ment to participate in the program," Reinsel said about his 2005 experience. One takeaway he recalled is broadening his understanding of the vari-

IDG

Current Jobs, Week of February 9, 2009

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Online Sales	Account Services Specialist	Framingham MA	M. Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	CIO Executive Council	Business Operations Coordinator	Framingham MA	P.Boyle	pboyle@cxo.com	508.935.4192
	CIO Executive Council	Marketing Director	Framingham MA	P.Boyle	pboyle@cxo.com	508.935.4192
	Online Sales	Online Regional Sales Manager	San Francisco CA	P.Boyle	pboyle@cxo.com	508.935.4192
	Online Sales	Online Sales Associate	San Francisco CA	P.Boyle	pboyle@cxo.com	508.935.4192
Financial Insights						
	Sales	Sr. Account Executive, Financial Insights	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
IDC						
	Research	Sr. Research Analyst, Server Pricing and Benchmarking	Framingham MA	Sue Madaio	smadaio@idc.com	508-935-4056
PC World/Macworld						
	Sales	Sales Associate, PC World & Macworld	San Francisco CA		jobopps@idg.com	

Go to http://careers.idg.com to view all current job opportunities at IDG

Manager's viewpoint

IDG Denmark Managing Director **Søren Queitsch** has sent more than a dozen employees to IDG's corporate training programs since he joined the company in 2004. He said he values the programs because:

The IDG angle to the sessions is essential, since IDG in many ways is a special company with special values.

The quality is unparalleled, and the price is lower than what a local training would cost.

The networking that these sessions provide is unique and very, very useful. At least once a month I am in contact with either a fellow student from GMI or a "teacher" – and my colleges in IDG Denmark say the same.

The quality of the speakers that corporate training can provide is much higher compared with what we can get in a small European country.

We use it — and see it — as a motivation tool. Our employees regard attendance as a big honor and a plus on their CV.

ous ways to reward employees; another was reinforcing his sense of resiliency, knowing that other colleagues have faced some of the same kinds of challenges he has and have overcome them.

Melk

CIO Publisher **Bob Melk** attended the 2006 Global Media Institute when he was VP/Sales & Integrated Solutions. He says he gained "a view into the IDG leadership team and IDG's mission and core values that have resonated for me personally and professionally." In addition to learning more about the nuts-and-bolts aspects of IDG's functional areas, he remembers "soft skills that should never be overlooked, such as respect and encouragement of every idea, were in clear display during the program."

Chen

Learning about advanced management concepts and listening to the media transformation experiences of her colleagues were powerful motivators for China Computerworld Publishing and Servicing Co. CEO **Mei Chen**. At the suggestion of IDG China President **Hugo Shong**, to whom she is "very grateful for urging me to attend and who helped us innovate our business," Chen participated in the Publishing Institute in Boston in 2000 and the Media Management Institute in San Francisco in 2006, earning promotions shortly after each program. In particular, she remembers "Bob Carrigan, who talked about how to push the traditional teams to survive in an online world and **John O'Malley**, who explained the lead generation business model that we've been working on the past few years." Chen said she found the presenters and her colleagues very willing to help with questions she had once she was back in Beijing, and e-mail bonds have grown strong over the years.

"These programs are perfect for established employees as well as new executives," Hermann said. "The impact they have on one's IDG career is very significant, especially if the participants are open-minded and willing to listen to other people's experiences."

*For details on the corporate training programs, write to **Laurie Butson**, director, IDG Training & Development, at laurie_butson @idg.com.* WU

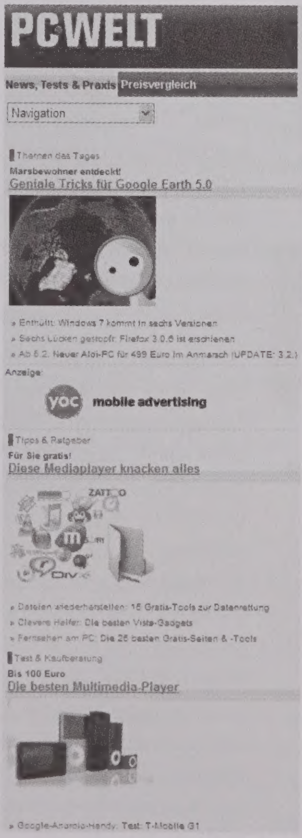
Mobile

continued from page 1

1,000 and 2,000 per day.)

New content on PC Welt's mobile site is largely the same content that appears on PCWelt.de. However, Grau noted, "tools like Apple's iPhone or the Blackberry Storm can show a complete HTML Web page from the main PCWelt.de site, so there's no need for us to deliver the mobile site to those cell phones. All other cell phones are recognized by our partner's server, which then forwards them to mobil.pcwelt.de."

As a way to boost mobile traffic, Grau recommended setting up mobile-only services such as one that sends a user an SMS message when a product they're interested in buying reaches a certain price or one that provides search functions for products, tips, short reviews and prices.



Themen des Tages

Marsbewohner entdeckt!

Genlale Tricks für Google Earth 5.0

» Enthüllt: Windows 7 kommt in sechs Versionen

» Sechs Lücken gestopft: Firefox 3.0.6 ist erschienen

» Ab 6.2. Neuer Aldi-PC für 499 Euro im Anmarsch (UPDATE: 3.2.)

Anzeige:

Tipps & Ratgeber

Für Sie gratis!

Diese Mediaplayer knacken alles

» Dateien wiederherstellen: 15 Gratis-Tools zur Datenrettung

» Clevere Helfer: Die besten Vista-Gadgets

» Fernsehen am PC: Die 25 besten Gratis-Seiten & -Tools

Test & Kaufberatung

Bis 100 Euro

Die besten Multimedia-Player

» Google-Android-Handy: Test: T-Mobile G1

The improved site now gets 5,000 to 7,000 page impressions each day.

"Quick polls or letting users post product comments could be useful as well," he said, "especially while standing in a tech store and purchasing products."

Grau also offered the following tips for optimizing mobile traffic performance:

- Set up a sitemap for your mobile content.
- Stay in close contact with Google and ask them to provide you with helpful tools.
- Don't use too many graphics in your mobile content.
- If you have mobile commerce content such as pricing information, enrich it with short editorial content indexed with product names and categories.

PC Welt's mobile site has operated with many different technologies and URLs since it launched in 2002. Grau added that mobil.pcwelt.de will have its price-search engine and other services tweaked this year.

Write to dgrau@pcwelt.de. WU

noteworthy people

Promotions

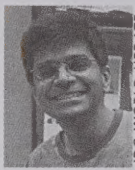
Prothero

IDC Latin America Group VP **Eric Prothero** has been promoted to senior VP, Worldwide Tracker Research & Latin America Region; spending half his time leading the Worldwide Tracker business and half on managing IDC Latin America. "IDC's Trackers are one of IDC's most important product lines which customers standardize on to manage their businesses and assess market opportunities," said IDC President and CEO **Kirk Campell**. "Eric's added responsibilities for the Worldwide Tracker and Forecaster business and organization will include growing revenues and profits globally, launching new products, improving existing products, increasing client satisfaction, fostering analyst collaboration, improving quality and consistency of research, and building a better platform and tools for analysts."
eprothero@idc.com

Johnson

IDG Corporate Services Group (CSG) Customer Intelligence Analyst **Timothy Johnson** has been promoted to customer intelligence (CI) team leader. He joined IDG in 2000 and moved over to the CI group in October 2007. Since then, he has helped IDG achieve excellent sending reputations with the major ISPs and impressive deliverability levels," said **Sarah Welcome**, director of customer intelligence for CSG. "Timothy was the lead in creating a wiki for CI users, creating self-serve documentation for using CI and Lyris, as well as maintaining resources on e-mail marketing trends and tips. He has a solid understanding of and has built strong partnerships with the CI community. With the recent addition of a CI analyst, Timothy also adds staff management to his responsibilities. He is bright, professional, responsive and passionate about both IDG and his role in CI."
timothy_johnson@idg.com

Et cetera


IDG WORLD UPDATE
Shah

Lemon

The winners of the second IDG News Service (IDGNS) **Terho Uimonen Newswriting Award** are U.S. Correspondent **Agam Shah** and Asia/Pacific Correspondent **Sumner Lemon** for their story "The low-cost laptop offer Microsoft can't refuse." The article appeared on the IDGNS wire on March 31, 2008 and discusses Microsoft extending the availability of Windows XP for low-cost laptops or possibly conceding that market to Linux.

"I'm tremendously proud of all the high-quality work that we had to choose from among the 12 'stories of the month," said IDGNS Editor-in-chief **Elizabeth Heichler**. "Every time I sit down to choose each writer's personal best of the month, I'm impressed by the initiative, persistence and intelligence every one of our writers brings to their work." The annual award honors a former IDGNS Asia correspondent who suffered a major head injury several years ago; the winning story is chosen by a vote of IDGNS employees.
agam_shah@idg.com and *sumner_lemon@idg.com*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Katalin Kopacsi *IDG Hungary*

19
Gyorgyi Birkus *IDG Hungary*
Alvaro Morenes *IDG Spain*

17
Jacqueline DiBianca *Network World*

16
Scott Lum-Duenas *PC World*

15
Jennifer Koppy *IDC*

14
Barbara Simon *IDG Australia*
Karin Myrén *IDG Sweden*
Gina Rowles *IDG Global Solutions EMEA*

12
Nard Schreurs *IDG Norway*
Elliott Kirschling *PC World*
Patricia Josefek *Network World*

11
Jozsef Samu *IDG Hungary*
James Niccolai *IDG News Service*
Jeff Coles *IT World Canada*
Peter Bradley *IDG Global Solutions EMEA*

10
Joerg Breit *IDG Germany*
Iseult Bottoni *IDC U.K.*
Carina Mineur *IDG Sweden*
Karim Bahloul *IDC France*

9
Mickael Carlson *IDG Norway*
David Reinsel *IDC*
Andreas Hedberg *IDG Sweden*

8
James McNamara *IDC*
Ryo Okawa *IDG Japan*
Klara Grivans *IDG Sweden*

7
Nadia Cameron *IDG Australia*

6
Max Cooter *Techworld*
Csaba Sándor Varga *IDG Hungary*
Melinda-Carol Ballou *IDC*

5
Gábor Rónay *IDG Hungary*
Billie Sutherland *PC World*
Christian Helmiss *IDG Germany*
Jason Cunliffe *IDC*
Luiz Faloppa *Now! Digital Business*
Francesca Papapietro *Nuov@Periodici Italia*

4
Holly Brown *IDC*
John Kinsey *IDC*
Richard Murphy *IDC*
Amy Catalogna *IDC*
Joanne Koh *IDC Singapore*

3
Keri Campbell *PC World*
Mo Barrett *IDG Corporate Sales*
Michael Margossian *IDC*
Sean O'Dowd *IDC*
Sean Ryan *IDC*
Mercedes Resino *IDG Spain*
Carolina Carvalho *Now! Digital Business*
Guilherme Felitti *Now! Digital Business*
Eva Johansson *IDG Sweden*

2
Ben Hakki *PC Advisor*
Gard Little *IDC*
Luciana Coen *Now! Digital Business*
Sandra Sousa *Now! Digital Business*
Mauro Lacerda Ferreira *IDC Brazil*
Bruno Teyton *IDC France*
Jane Brown *IDG Global Solutions EMEA*

1
Tamás Turcsán *IDG Hungary*
Marius Flückiger *IDG Switzerland*
William Nguyen *IDG Australia*
Eric Patterson *IDG GamePro Media*
Roman Loyola *Mac Publishing*
Sandra Collins *IDC*
Masanori Yamamoto *IDG Japan*
Fabio Barros *Now! Digital Business*
Sylwia Groszyk-Klukowicz *IDG Poland*
Dawid Weglinski *IDG Poland*
Christian Stoevring *IDG Denmark*
Jimena Sisa *IDC U.K.*
Michael Hennessey *IDC Australia*
Samantha Wan *IDC Hong Kong*
Hoang Tram Pham *IDC Vietnam*
Lalitha Raghavan *Center for Consultancy & Research (India)*

One on one

continued from page 1

ogy. On the business side, our partnership functions on a pure revenue share with our participating sites.

Q Why do non-IDG sites want to be part of our network?

A Our goal at the IDG TechNetwork is to provide IDG quality at network scale. So we carefully review each site prior to accepting it into the network to be sure it is reflective of IDG's commitment to editorial integrity and provides an appropriate outlet for our clients' advertising.

Most of the Web sites in our network were created as content platforms by their founders. As their sites developed a following, their traffic and impression inventory started to rise, and it became possible to begin selling their impressions to advertisers. In many cases, however, the expertise of the founders was in content, not advertising, and despite the fact that they had developed an audience of technology buyers these audiences were too small to get on the radar of technology advertisers. Joining the TechNetwork allows these sites to focus on what they do best, develop great content while attaching themselves in aggregated fashion along with the other Web sites to be sold by IDG, the leading technology advertising sales company in the world.

> *"Unlike many ad networks, the IDG TechNetwork organizes its sites into three audience networks (enterprise, tech enthusiast and gaming) and those audience networks can be further targeted into over 30 specific advertising channels."*

Q Do you syndicate content only for use on Web sites or can a partner use our content for mobile delivery?

A Right now we are focusing on syndication content for use on the Web for U.S. distribution. If our syndication partners have a mobile platform that meets our primary objective of driving readers back to the originating IDG Web sites, then we will consider working with them. However, to date most mobile efforts seem to be falling short of large distribution that would enable that type of result.

Q What IDG content is included in our syndication deals?

A All content from the U.S. properties, the IDG News Service and English-language content from IDG-owned international properties is available for syndication. Our greatest demand for content is currently from our primary U.S. properties and the IDG News Service.

Q How does the process actually work?

A None of our syndication efforts would be possible without the help we have gotten from [IDG International Publishing Services CEO] **David Hill**'s IS team and the IDG News Service. Our process for syndicating content begins with an evaluation of the potential partners' Web site and their content needs. We can then tailor a content package that reflects the type of content and volume of content that will best suit the partner. No partner has access to all of our content, and in most cases they are looking for a particular focus. Sometimes that focus comes by brand. CIO is a great example of a brand whose content is optimal for syndication because of its unique audience and point of view, and CIO is the foundation of our Forbes partnership. Other sites like the NY Times want enterprise content only and our partnerships with the Los Angeles Times and Chicago Tribune is primarily consumer based.

Once the specifics of the content are decided with the partner, the IDG News Service sets up a custom feed. IDGNS is a common content repository for all of IDG's content, and they are able to create a feed as well as insure that each article has the appropriate embedded links as well as a stack of related articles that is specific to each original piece of content. We have been working with IPS IS Manager **Patrick Kenney** and the IDGNS to do some groundbreaking work that allows us to create stock ticker-like feeds and feeds by topic to help build a truly modern syndication platform for the company. Once the feed is created, the editors at the syndicating partner can select the stories they want to use, or they can allow the automated feed be displayed with minimal human intervention. Under no circumstances can they edit our original content.

Q Does your business unit handle all content syndication for IDG media brands?

A All original content is owned by the brands, and they are free to work with any external partner on syndication they wish. Our goal is to build a great syndication platform and to allow our singularity of focus on doing syndication deals to grow the deal pipeline, help expedite our distribution of our content and to ultimately increase the Web site traffic of all IDG brands.

Meet the team

continued from page 3

Michael Bobrowicz, Account Director, IDGTN (SF)
michael_bobrowicz@idgtechnet.com

Jennifer Yomogida, Account Director, IDGTN (SF)
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Angela Shin, Account Director IDGTN (SF)
angela_shin@idgtechnet.com

Whitney Strang, Account Director IDGTN (SF)
whitney_strang@idgtechnet.com

Sean Buckley, Marketing & Sales Coordinator (Framingham, Mass.)
sean_buckley@idgtechnet.com

celebrating 10!

Name
Liu Gang

Home
Beijing

Joined IDG
Feb. 1, 1998

Career path since joining IDG
February 1998-2001, art designer, Electronic Engineering and Product World (EEPW); 2001-present, director, Publishing Department, EEPW.

What's kept you at IDG for 10 years?
Our magazine is continually evolving, and I grew up with it. I like my team.

Best part of your job
Being able to improve my skills and realize my full potential.

Biggest change in your career
I've gone from working alone to being the director of the publishing department.

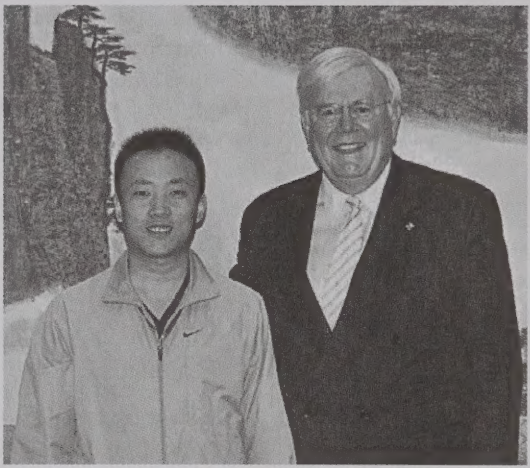
Best way someone could compliment you on your work
"Your design is so creative."

Of what accomplishment at work are you most proud?
Always meeting our publishing deadlines.

Outside interests
Photography and traveling by driving my own car.

Family
My wife Du Fangxian and my four-year-old daughter Liu Yixuan.

As a child, what did you want to grow up to be?
Public security officer.



*Electronic Engineering and Product World's **Liu Gang** was the guest of IDG Chairman **Pat McGovern** at a 10th anniversary lunch in Beijing.*

Pets
A male Shetland sheepdog named Shuaishuai, which means "handsome."

Favorite vacation spot
Tibet

Favorite movie
"The Rock"

Manager's profile
"Liu Gang is a very capable director of the Publishing Department. He has designed various ads, layouts and publicity materials by using his artistic sense for our magazine. He is earnest, dedicated, thoughtful and willing to try new creative approaches."

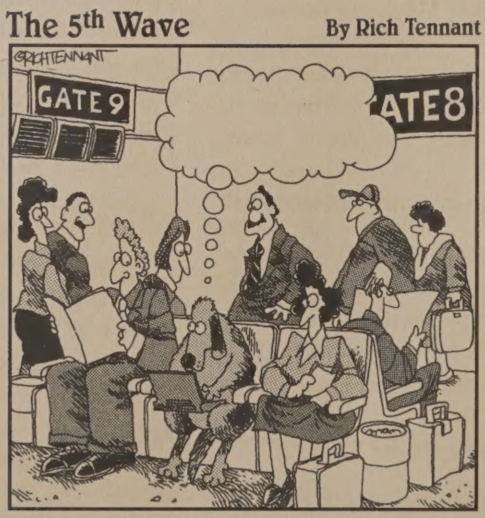
—Mary Chen, publisher, Electronic Engineering and Product World

off line for fun

It's that time again! Create a brief caption for the cartoon at right and send it to IDG World Update by Feb. 24.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *Downloaded*. The honorable mention winners will also receive prizes.

Send your creations to world_update@idg.com or fax them to 617-423-0712.



____

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and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Laurie Butson *IDG*
Dominik Grau *IDG Germany*
Sebastian Hirsch *IDG Germany*
Kerstin Kammann *IDG Germany*
Peter Longo *IDG Syndication and Networks*
Michelle Maher *IDG*
Karen Ren *IDG China*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, E for All, Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

IDG WorldUpdate

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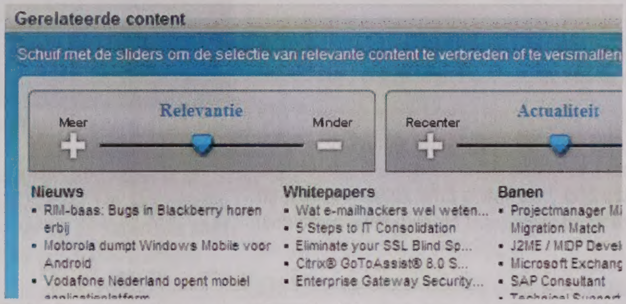
WWW.IDGCENTRAL.COM

Webwereld.nl relaunch targets enhanced user relevancy

*"Relevancy," noted Group Editor-in-chief, B2B **Tom Sanders**, "is definitely in the eye of the beholder."*

IDG Netherlands is looking to solidify the market-leading position of its Webwereld.nl site with a relaunch that emphasizes content relevancy for the more than 600,000 IT professionals who visit the site each month.



Gerelateerde content

Schuif met de sliders om de selectie van relevante content te verbreden of te versmallen

Nieuws
- RIM-baas: Bugs in Blackberry horen erbij
- Motorola dumpt Windows Mobile voor Android
- Vodafone Nederland opent mobiel

Whitepapers
- Wat e-mailhackers wel weten...
- 5 Steps to IT Consolidation
- Eliminate your SSL Blind Sp...
- Citrix® GoToAssist® 8.0 S...
- Enterprise Gateway Security...

Banen
- Projectmanager Mi Migration Match
- J2ME / MIDP Devel
- Microsoft Exchang
- SAP Consultant

Each editorial story is accompanied by this slider tool. Users can adjust for publication date (actualiteit) or relevancy (relevantie) to broaden or narrow the search for related content. Related stories (Nieuws/News, Whitepapers, Banen/Jobs) are displayed below the slider.

The goal, explained **Tom Sanders**, group editor-in-chief, business to business, is to present content — both editorial and third party — that is linked to other content in which a particular visitor is interested. This includes news, features, opinions, white papers and job openings. Traditionally, Sanders noted, editors rank content on the site based on when it is published and how important they deem it to be. And while editors still select the top three news stories that appear at the top of the page, several new tools have been added to the site that allow for more customized display of content. "Relevancy," noted Sanders, "is definitely in the eye of the beholder."

In addition to the top three news stories as identified by Webwereld editors, the front page now features the five most read, most discussed (most commented upon) and most useful (as voted on by registered users) stories.

The site also serves up pages sorted by topic – security, operating systems, enterprise software, networks, etc. – with most read, most discussed and most useful story rankings within each topic.

Each article also features a "relevancy tool" that displays stories related to that article. The tool includes

continued on page 6

Inside this issue

Bob Carrigan addresses Interactive Advertising Bureau meeting *page 2*

IDG Germany launches online games/DVD rental shop *page 2*

IDG's online media kit features improved design, functionality *page 2*

One on one: Maryfran Johnson, editor-in-chief, CIO Magazine and Events *page 3*

IDG India creates eight-city custom event for EMC *page 4*

Celebrating 10: CCW Research's Yang Hua and IDC's Ray Boggs *pages 7, 8*

Streamlined CIO redesign better serves audience needs

With this month's redesign of its flagship magazine CIO, CXO Media took the opportunity to better align the publication with its online presence and events.

"As audiences reach out into new channels of content, magazines need to evolve," said CIO Publisher **Bob Melk**. "Every media company is looking to deepen its relationship with the print reader." For CIO, he said, this started with "a careful examination" of what print does differently than other media formats and how readers interact with it versus the Web and live events.

finish
connect
thrive
run
grow
start

Each new section was given a branded color treatment to help readers navigate through the issue and to strongly differentiate the edit pages from the ad pages.

"We invested in a redesign of CIO magazine to better reflect the evolving landscape of media channels and information needs that CIOs are looking for in print," Melk said. "As we looked to invest in key areas of growth such as online, events and our CIO Executive Council, we saw an opportunity to reshape the print magazine in a way that better serves the audience's evolving needs." He said the streamlined redesign allowed CIO to create a more efficient design for the magazine that brings in 'best of' content from those other CIO channels.

CIO Executive Director, Art, **Mary Lester** said her team went into the redesign with two key goals — "to give readers focused content that's organized for the way they work and to accommodate our advertisers' desires for premium, front-of-book single-page positions."

continued on page 5

Bob Carrigan addresses IAB Annual Leadership Meeting

*IDG Communications CEO **Bob Carrigan** at last week's IAB meeting.*

IDG Communications CEO **Bob Carrigan** was a featured speaker at last week's IAB Annual Leadership Meeting in Orlando, Fla. Discussing the challenges faced by traditional media companies as marketers shift money from legacy print media to interactive online media, Carrigan focused on five key concepts:

1. **Look Below the Line.** Focus on lead generation, relationship marketing and not just pure advertising ("above the line" revenue).
2. **Audience Centricity.** It's a requirement that we build permission-based databases and study the behavior of these users — how they buy, the content they need, etc.
3. **Everything Is Custom**. Standard media is under pressure. There's great opportunity to develop integrated programs for our best customers. Much of the profits in the business today are in custom offerings.
4. **Beyond Our Borders**. Most media companies are insular. We must become expansive in terms of partnerships (syndication, developing ad network strategies, partnerships with social networks, etc.).
5. **Evolution Or Extinction**. Many companies are holding onto legacy businesses too long, aren't listening to what customers are actually telling them — only what they want to hear — and failing to retrain and reorganize their organizations. We need to innovate and develop a services model for media, integrating assets from within our company and outside to help users and advertisers get what they need. It's strategically important for us to be the "category integrator" in the tech media space.

A video of Carrigan's presentation will appear on IDG Central shortly.

Germany's games group reaps revenue with online rental shop

IDG Germany's IDG Entertainment Media division has introduced a DVD/games rental service that demonstrates how an e-commerce venture can not only lead to new revenue but also strengthen readers' ties to a brand.

In November, Gamestar.de unveiled an online rental shop for DVD and BluRay movies and console and PC games, developed in cooperation with a company, Verleihshop, that runs a DVD/games rental site in Germany. Verleihshop created GameStar's store (www.gamestar.de/verleihshop), adhering to the look and feel of the GameStar site.

Verleihshop offered a 60 euro (US$77) credit voucher for any Gamestar or GamePro print subscriber who registered on the new online site— the offer was included in the December issues — and a 15 euro ($20) voucher for anyone on Gamestar's e-mail distribution list. Within a week, more than 7,000 people registered, and the latest tally is 10,000 registrations based on the 60 euro credit and 3,000 registrations with the 15 euro credit.

GameStar Verleihshop

IDG Entertainment Media gets a 15% share of each registrant's order value – including whatever is ordered using the credit voucher. After registering, shop users order online and receive their product via regular mail, complete with a stamped, addressed envelope for the return (similar to Netflix in the U.S.). Rental prices range from 2.50 to 5 euros per week, including shipping.

IDG Entertainment Media's current revenue share is about 4,000 to 5,500 euros (US$5,120 to $7,038) monthly. Recently, Verleihshop was the clear winner in a comparison survey of online rental shops conducted by a popular German magazine, which increased new registrations.

According to **Andreas Koschinsky**, IDG Entertainment's director of e-commerce and syndication, the new shop has been "extremely well received" by Gamestar and GamePro readers, in part because it was presented as a Gamestar-branded service and not simply an ad-sales driven venture. "Every news item we ran about the service led to an immediate and positive response in our forums," he said. "Users even opened their own help desk in the Gamestar Forum, assisting other users who had questions about the service, the registration process and related issues. The service has given our audience another reason to appreciate our brand."

Koschinsky noted that an e-commerce venture like this works effectively so long as "the service is of high quality and fits the readers' expectations and interests, and the editorial, e-commerce and distribution departments work hand in hand."

Write to akoschinsky@idgmagazine.de.

IDG's online media kit enhanced with new design, more user-friendly search

IDG customers and employees familiar with the look and feel of the printed 2009 IDG Media Kit can now see elements of the media kit's design on IDG.com while benefiting from a faster and more user-friendly process of sorting through the company's global array of events, sites and publications.

The new electronic resource, www.idg.com/MediaKit, debuted in late January and "provides an attractive environment" for visitors to explore the range of IDG's offerings, said IDG Director of Corporate Communications **Susanna Hinds**, who managed the project.

The site was designed by an outside consultant and enhanced by IPS Systems Manager **Patrick Kenney,** who blended the new look and functionality with the data of the existing IDG Product Finder database on IDG.com, which contains the information in the IDG Media Kit.

Hinds said that planning for IDG's next generation of media kits will integrate print and online considerations from the beginning of the project. Data collection will begin in March for the 2010 IDG Media Kit, with delivery expected in September.

Contact Susanna Hinds at susanna_hinds@idg.com.

the interview

one on one

Maryfran Johnson
The editor-in-chief, CIO Magazine & Events, CXO Media Inc., is this week's columnist. Reach her at mfjohnson@cxo.com.

Maryfran Johnson joined Computerworld in June 1989 as a reporter with experience at daily newspapers. In 1993, she became the editor of Computerworld's Client/Server Journal, then news editor in 1994, executive editor in 1996 and finally editor-in-chief in 1999. In 2004, she left for a few years to start a TechTarget magazine (CIO Decisions) and work for the events company that produces the CIO Executive Summits. In March 2008 she returned to IDG as editorial director of executive programs for the launch of the CIO Perspectives Forums (regional one-day events). In January 2009, she assumed the dual role of editor-in-chief of the magazine and events — "a dream job for a CIO groupie," Johnson said.

Q You were recently promoted into the newly created post of editor-in-chief of CIO magazine and events. Can you describe your responsibilities?

A I report into Group Publisher **Bob Melk**, with dotted line responsibilities to VP **Ellen Daly** in Executive Programs, splitting my time between the print operation and events. On the events side, I create all the agendas, find and recruit speakers and build out a variety of CIO advisory boards that help guide us on the content and themes for three national events (the CIO 100, CIO Leadership Event and CIO Year Ahead Summit) and 8-10 regional CIO Perspectives Forums. In any given week, I speak with a dozen more CIOs, so it's like being a reporter again, out and about looking for stories and speakers. I'm constantly matching senior IT executives up with our agenda needs and now also connecting them with editors and writers on the magazine side for stories. On the print side, I work closely with Executive Editor **Elana Varon** and the team that designs, edits and writes the magazine.

Q What is the benefit of having one person in charge of editorial for both print and events?

A More than anything, I think it's the closer relationships we're building by offering so much career opportunity and additional networking benefits to CIOs who get involved with either our events or our publication. By having one editorial executive who's constantly thinking about "filling pages and stages" with CIOs — and a dozen editorial people constantly on the lookout for speaker candidates — we're finding many unique opportunities to deepen our connections with readers and build more enduring loyalty for our brands. This dual focus also spins out additional benefits to our various awards programs, as my earlier involvement in the process helps identify potential speakers and get them on board for our conferences. The face-to-face relationships and the phone conversations we're having with CIOs are really great touchpoints for our staff members on both the editorial and events teams.

Q CIO has an editor-in-chief for print/events and an EIC for the Web site, CIO.com. How does that relationship work?

A CIO.com's EIC **Brian Carlson** and I connect frequently, and the magazine staff has deep, longstanding relationships with their CIO.com colleagues. Not only is all of our print content posted online, but we also rely on our CIO.com colleagues to provide several of the content pieces that run in the magazine. The separate organizations make sense in that CIO.com's audience has broadened far beyond the CIO role, heading much deeper into the IT management and staff ranks. Also, there's a really a very different experience people have with reading print magazines versus visiting their favorite online sites, so I think this more concentrated strategy serves our readers better.

Q While many other IDG print publications have either shrunk significantly or gone away altogether, CIO continues to thrive. To what do you attribute this?

A CIO magazine is a legendary, category-defining brand that early on became a professional touchstone for CIOs everywhere. We're also the only one left standing now that all our serious competitors have died off (including one for midmarket CIOs that I used to edit!). We have shrunk in size over the past few years, but of course so have our readers' attention spans. In fact, our March 1 issue marks the debut of our first major redesign since 2000, and we've completely streamlined the publication, shortened the articles to reflect those time-pressed attention spans, and included a lot more online references for additional resources. When I test-marketed the new design with some CIO advisors recently, they really loved the logic and fresh thinking behind this redesign.

Q In your role as developer of content for events, what are some of the key considerations and/or challenges you face in keeping content on target and relevant for your audience?

A I can't overstate the impact of my advisory boards when it comes to creating relevant, memorable content for our events. Between our national and regional events over the past year, I've built out advisory boards that include more than 100 CIOs involved in recommending topics, speakers and approaches that make an event worth their time. They are all incredibly opinionated, too! They'll tell you when they're sick of Gartner analysts (that would be most of the time), or when a CIO case-study session sounds ho-hum to them, or when a particular topic has been done to death. They volunteer as speakers; they join our panel discussions; they sign up to be table captains during our CIO Executive Council workshops. The Council is the other half of our magic formula. Executive Programs is fortunate to have a partner like the Council to co-produce content for our events. I work directly with **Rick Pastore**, managing director of Council content, and **Pam Stenson**, the Council's general manager (and a fabulous panel moderator in her own right). With 500-plus leading CIOs in the Council, we have a truly engaged, devoted pool of executives to help further shape the content of our events and make it uniquely differentiated in the market. WU

IDG India finds new opportunities in custom events

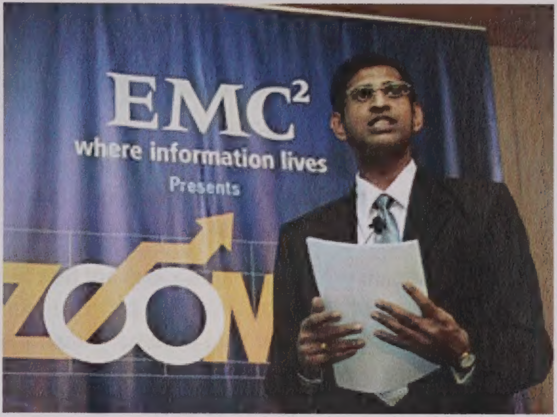
IDG India is discovering new business opportunities in the challenges that IT vendors face to grow business during the current downturn. Drawing on their experience of producing custom events for other clients, IDG India's events team created an eight-city program for EMC targeting the company's value-added resellers and system integrator partners. The February series was designed to help EMC's partners chart a growth plan for 2009 and inform them about new incentive plans to increase sales.

"EMC realized that their channel partners were looking pretty glum in their business outlook and decided to boost morale with a road show during which their top managers could address their channel partners," said **Sudhir Kamath**, VP/Sales, IDG India.

Kamath said the EMC channel event came into play as a result of IDG India's team re-focusing a general sales discussion on EMC's other plans. "Normally, such events are considered internal events and would be executed by their below-the-line agency," he explained. "But once we realized their strategy, we convinced them that we could add more depth to the event and enhance the impact that EMC was trying to create in the channels."

IDG developed the entire communication plan for the series including a brand name, "EMC/Zoom 09: Your Fast Lane to Growth" and promoted the event extensively with the use of print and online. In addition, IDG added value to the event by managing a panel discussion at each location, featuring value-added resellers and system integrators focused on strategies to beat the downturn.

Each event, which ran from 6:30 p.m. to 9 p.m. followed by a networking dinner, was presented by EMC and "powered by" IDG India's ChannelWorld.



SRIVATSA SHANDILYA

*Channel World Executive Editor **TM Arun Kumar** moderated the panel discussion during the eight-city tour.*

This year the magazine has been repositioned to focus on solution providers across the entire spectrum of reseller channels, which has made ChannelWorld the only player in that market.

The road show series will contribute in just one month close to twice the revenue that EMC had spent on the IDG India's channel portfolio — Channel World magazine and related events — during the entire FY08 period.

The event was a winning strategy in more than just revenue terms, said Channel World Executive Editor **TM Arun Kumar**, who moderated the panel discussion. "The event provided us a great opportunity to get in touch with solution providers across the country and find out what was happening at a grassroots level. We have never had so many close conversations across the breadth of India during our normal course of coverage."

Write to IDG India Senior Manager/Marketing **Rohan Chandhok** *at rohan_chandhok@idgindia.com.* WU

Custom event budgets increase

An IDG India survey of its clients last year showed that internal events account for more than 40% of their marketing budgets, with that percentage expected to increase in 2009. As a result, IDG India has made a concerted effort over the past year to convey its event expertise and offer its services to clients.

Coming up

IT Roadmap Conference & Expo
A Network World event
March 10
Denver
www.networkworld.com.

CIO Perspectives Forum
Local Connections on Global Issues
A CXO Media event
March 11
Philadelphia
www.cio.com

CMO Conference
An IDG Japan event
March 4
Minato-ku, Tokyo
www.idg.co.jp/english

Pandemic Summit
An IDG Japan event
March 4
Tokyo International Forum
Chiyoda-ku, Tokyo
www.idg.co.jp/english

IDC IT GRC Management Summit
March 25
New York City
www.idc.com

The IDC Software as a Service Summit:
End-to-End Solutions & Platforms for the Next Generation of SaaS
March 26
New York City
www.idc.com

SaaScon 2009
Computerworld's Software as a Service Conference
March 31-April 1
Santa Clara, Calif.
www.saascon.com

IT Roadmap Conference & Expo
A Network World event
April 2
Chicago
www.networkworld.com

Storage Networking World
A Computerworld event
April 6-9
Orlando, FL
www.snwusa.com

Clients get design sneak peek via webcast

CIO introduced its magazine redesign to its IT vendors with both a live webcast (http://tinyurl.com/bssofz) and a face-to-face meeting According to CIO Publisher **Bob Melk**, "everyone" in CIO's vendor and agency database – more than 6,000 names – was invited to link to the webcast. "We had 120 RSVPs, and 60 actually showed up," he said. The in-person meeting, held at CIO's Framingham, Mass., offices, and officiated by Melk and CIO Editor-in-chief **Maryfran Johnson**, drew 40 attendees.

The purpose of the 30-minute webcast and meeting was to get vendors engaged in the new CIO design and invite their feedback on it.

"They loved the design," Melk said. "What they all said is that there's a level of recognition by marketers that there's been a significant shift from print to online, and they were really intrigued by our data about our print readership being up. They recognized that perhaps there's an opportunity that's being missed."

Both the webcast and meeting consisted of Melk discussing the reasons behind the redesign, the evolution of print and how CIO magazine is tapping into the many CIO channels of content, including online and events, and giving that content an extended life in print. Johnson then showed and discussed the new sections of the magazine and talked about how CIO-centric IT will be covered and why.

Audience profile

CIO currently has a qualified circulation of 140,000, targeting a senior-level IT audience. Half of them are CIOs and CTOs; the rest are VPs and line-of-business executives.

CIO

continued from page 1

After the editorial team interviewed readers about their current needs and information consumption habits, "we met to discuss those findings and share our own favorite sections from our personal magazine collections," Lester said. "It quickly became clear that multiple sections with single-page formats would address the needs of both audiences."

Most of the new sections, described below, have their own internal lead story.

- A Chatter column discusses what's new on CIO.com, as well as blog posts, reader comments and stories that catch CIO editors' eyes. A News Scan pulls news briefs from the CIO site and external sources, while a What We're Reading page highlights books, blogs and reports that the editors find important or interesting.

CIO
YOUR M&A SURVIVAL PLAYBOOK
CIO
CLIFFHANGER
Once the king of movie rentals, Blockbuster grabs for a comeback
Software as a Service

*Covers before (l) and after. The inner white rule was removed from the CIO logo, giving the type more breathing room and a much stronger presentation," said CIO Executive Director/Art **Mary Lester**. The updated logo will also work better at small sizes and will render more crisply online, she added.*

- The Grow section focuses on how IT contributes to increasing business value, with stories on innovation, business trends, growth-oriented technologies, emerging technologies and IT-enabled business models. A monthly Top Line feature offers Q&A sessions with C-level executives, academic experts and venture capitalists about the connection between business strategy and IT. A New Markets section looks at how technology can be an aid or a hindrance to new business opportunities.

- Articles in CIO's Run section look at leadership and operational excellence with specific takeaways for readers. Semi-monthly features will focus on shared best practices, "smart wins" in which IT saved companies money, legal issues around governance and privacy and "hot jobs," a thumbnail sketch of a hot tech job and what to look for in candidates for it.

- The Connect section provides peer advice and guidance from members of the CIO Executive Council. Included will be a monthly Download and Dial-in feature with links to downloads, podcasts, Council teleconferences and tools and templates.

- The Thrive section looks to enhance the CIO's personal success with articles on leadership, time management, ethics, effective communication and marketing skills. Features include a Three-Minute Coach of expert advice, while the How-To page explains how to, for example, use Twitter or fire an employee. CIO Editor-in-chief **Maryfran Johnson** and ZRG Partners Managing Director **Martha Heller** will alternate monthly columns on communication and career strategy advice, respectively.

"At first glance it's still obvious that CIO is the leading brand serving the CIO community," Melk said, "and that was important to us as the brand does have a strong affinity with its readers."

Melk said the new design will tie the magazine "more seamlessly" to CIO.com. "Content still will be continuously brought over from the site, and there will be references to the site integrated throughout CIO, rather than simply a CIO.com table of contents in the front of the magazine."

Advertisers were also given an opportunity to provide feedback prior to the new design, resulting in "more innovative advertising opportunities as well as a content structure that they are excited to support," Melk said. Among the new options created by an in-house task force are ads that run across the top, center or bottom of pages, bookmarks and bellybands. "These are creative, turnkey options that don't require added resources from agencies," Melk said.

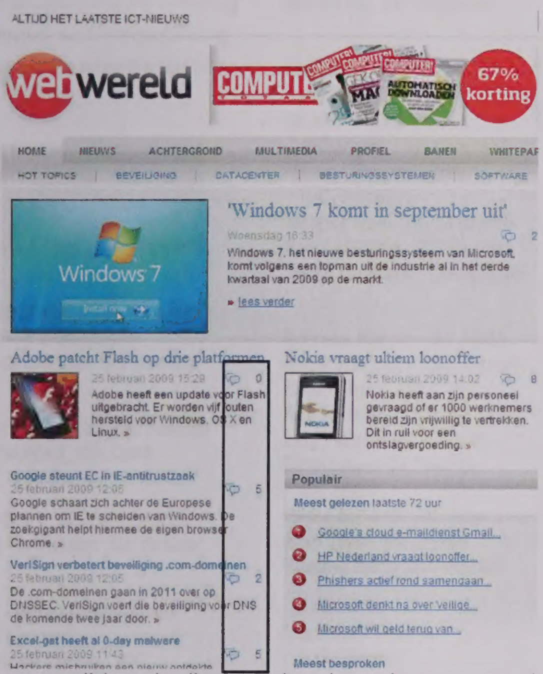
The redesign, CIO's first since 2000, was a completely internal effort "led by Maryfran Johnson and former Editor-in-chief Abbie Lundberg and the magazine's design team under the guidance of Mary Lester and [Art Director] **Terri Haas**," Melk said. "The entire editorial team also worked hard on this, led by [Senior Editor] **Stephanie Gelston** and [Executive Editor] **Elana Varon**."

Melk said that CIO believes print still has "a terrific value. Our research supports that — print remains the No. 1 or 2 source of information for CIOs on how to do their job. Online has certainly increased its value, but print is holding steady. As long as this audience relies so heavily on this format and advertisers can use it to reach that audience we're going to continue to support it. This redesign strengthens that support. We believe the new design and content structure reflects the many resources of content we now have in our portfolio and make for a more compelling, well-balanced read."

Contact Bob Melk at bmelk@cio.com. WU

Webwereld

continued from page 1



ALTIJD HET LAATSTE ICT-NIEUWS

webwereld

COMPUTER! 67% korting

HOME NIEUWS ACHTERGROND MULTIMEDIA PROFIEL BANEN WHITEPAP

HOT TOPICS | BEVEILIGING | DATACENTER | BESTURINGSSYSTEMEN | SOFTWARE

'Windows 7 komt in september uit'

Woensdag 16:33 2

Windows 7, het nieuwe besturingssysteem van Microsoft, komt volgens een topman uit de industrie al in het derde kwartaal van 2009 op de markt.

» lees verder

Adobe patcht Flash op drie platformen

25 februari 2009 15:29 0

Adobe heeft een update voor Flash uitgebracht. Er worden vijf fouten hersteld voor Windows, OS X en Linux. »

Nokia vraagt ultiem loonoffer

25 februari 2009 14:02 8

Nokia heeft aan zijn personeel gevraagd of er 1000 werknemers bereid zijn vrijwillig te vertrekken. Dit in ruil voor een ontslagvergoeding. »

Google steunt EC in IE-antitrustzaak

25 februari 2009 12:05 5

Google schaart zich achter de Europese plannen om IE te scheiden van Windows. De zoekgigant helpt hiermee de eigen browser Chrome. »

VeriSign verbetert beveiliging .com-domeinen

25 februari 2009 12:05 2

De .com-domeinen gaan in 2011 over op DNSSEC. VeriSign voert die beveiliging voor DNS de komende twee jaar door. »

Excel-gat heeft al 0-day malware

25 februari 2009 11:43 5

Hackers misbruiken een nieuw ontdekte

Populair

Meest gelezen laatste 72 uur

1. Google's cloud e-maildienst Gmail...
2. HP Nederland vraagt loonoffer...
3. Phishers actief rond samengaan...
4. Microsoft denkt na over 'veilige...
5. Microsoft wil geld terug van...

Meest besproken

*Users can click on the dialogue box to view comments and add their own response. The number next to the dialogue box indicates the number of responses the story has generated. "Webwereld has a vibrant user community that our competitors lack, which is one of our unique selling points," said **Tom Sanders**, editor-in-chief. "By displaying the number of user comments, we underscore the activity from our user community on our web site."*

two slider bars that allow the user to narrow or broaden the search for related content using either relevancy or publication date or both as criteria. (See graphic page 1.)

Also new on the Webwereld site are IT job postings, thanks to an agreement with Monster.com that allows Monster.com to sell space on Webwereld to its clients. Webwereld receives a percentage of the revenue generated by these advertisements. To date, more than 140 job postings have appeared on the site.

Relevant jobs and white papers are also matched through the slider tool on each article page as well as boxes on the front page and on the category overview pages, Sanders explained.

"By matching these items based on the category of an article — for example, a story about security will be accompanied by security-related jobs and white papers — we especially aim to attract latent seekers who might not otherwise be prompted to click on a job posting or download a white paper. We did this because most of our readers admit to being latent, not active, job seekers." A survey conducted among Webwereld readers last year indicated only 10% are actively looking for a job while 50% indicated they would be interested in viewing relevant job postings.

Early click results indicate this strategy is bearing fruit, Sanders said. "Job postings are receiving the most clicks from the front page, relevancy tool and category overview pages. We also offer a job search box, but this results in fewer clicks than the direct links on editorial pages."

The relaunched site is built on the Zend Framework platform, a commercial product that offers a standard framework for phased development, Sanders said, adding that the framework allows the group to develop Web sites more quickly because it offers numerous standard features that otherwise would have to be built.

For more information, contact Tom Sanders at tsanders@idg.nl.

noteworthy people

New employees

Webwereld.nl Editor **Ernst-Jan Hamel** comes to **IDG Netherlands** from a national news radio station's Web site where he was an editor. He holds a degree in journalism and enjoys cycling, music and spending "too much time on the Internet." *ejhamel@idg.nl*

IDC Framingham has hired **Wendy Pemberton** as director of sales for the new Product Evaluation Services group. For the last eight years she was VP of sales for the research firm Ideas International in Sydney, Australia, selling market research consulting and pricing tools to global IT corporations such as IBM, Hewlett-Packard and EMC. She holds a B.S. in management from Arizona State University in Tempe. In her free time she enjoys "cooking (and eating), planting things in the dirt and watching them grow, volunteer work (specifically with the homeless and food banks), visiting our three kids in college and raising another two at home." *wpemberton@idc.com*

IDG WORLD UPDATE

Geist

Sales Director **Nick Geist** comes to **GamePro Media** from the gaming site 1Up.com where he was regional sales director. He holds a B.A. in English from the University of Vermont and enjoys golf, video games and being a father. *ngeist@gamepro.com*

IDG WORLD UPDATE

Martyn

Previously national director of online sales and promotions with 1Up.com, **Brent Martyn** is now **GamePro Media**'s VP, online sales and promotions. A graduate of Gettysburg (Pa.) College, he holds a dual B.A. in computer science and cinematic arts. Away from the office, he is a "gamer, reader and foodie." *bmartyn@gamepro.com*

IDG WORLD UPDATE

Reback

Also coming to **GamePro Media** from 1Up.com where she was a senior account executive is Sales Director **Jessica Reback**. She earned a B.A. in art history from the University of Michigan/Ann Arbor and enjoys reading, yoga, cooking and "deconstructing 'Lost.'" *jreback@gamepro.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Question of the Week results for Feb. 23

Do you plan to buy the Kindle 2 e-book reader?

Maybe. I am waiting for more book titles to become available or the price to drop. -- **4%**
No. I prefer real paperbacks and hard covers. -- **77%**
I have an e-book reader already. -- **8%**
Don't read that often. -- **12%**

Log on to www.idgcentral.com to vote on this week's question: **What do you think about World Update's online-only experiment?**

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20
Uschi Istavrinos *IDG Germany*
Martin Fältström *IDG Sweden*

19
Thomas Wilms IDG Germany

17
Elga Legranzini *Nuov@Periodici Italia*
Anders Lotsson *IDG Sweden*

16
Marie Söderqvist *IDG Sweden*
Eva Pechova *IDG Czech*

15
Jens Stark *IDG Switzerland*
Peter Vermeulen *IDC Benelux*

14
Hans Jørgen Christiansen *IDG Denmark*
Antonette Cutone *IDG*

13
Thomas Cloer *IDG Germany*
ico Zambetta *uov@Periodici Italia*
Camilla Lindvall *IDG Sweden*

12
Nobuo Iehara *IDG Japan*
Sascha Alexander *IDG Germany*
Thorsten Eggeling *IDG Germany*
Alan Tang *IDC Hong Kong*

11
Wayne Hetherington *IDC*
Melanie Posey *IDC*
Mikael Ricknäs *IDG News Service*

10
David Tapper *IDC*

9
Maarten van Hage *IDG Netherlands*
Rick Val *IDG Netherlands*
Timothy Grieser *IDC*
Olivier Rafal *IT News Info*
Hansjörg Honegger *IDG Switzerland*

8
Jiro Arai *IDG Japan*
Sabine Anegg *IDG Germany*
Koen Zijm *IDG Netherlands*
William Stofega *IDC*
Bianca Bruhn *IDC U.K.*
eok Ha *IDC Korea*
shra Khalid *IDG*
Ales Mlejnsky *IDG Czech*

6
Fabrice Alessi *IT News Info*
John Kim *IDC Korea*
Adrian Ho *IDC Singapore*

5
Mary Dean *IDC*
Coby Smith *IDC*
Masamichi Karasawa *IDC Japan*
Mylene Buensuceso *IDC Philippines*
Noopur Goel *IDC Singapore*
Anna Ekström *IDG Sweden*
Søren Queitsch *IDG Denmark*

4
Daisuke Sasaki *IDG Japan*
Katja Staffetius *IDG Germany*
Robert Tons *IDC*
Rachel Hunt *IDC U.K.*
Leigh Worthing *IDC U.K.*
Edite Lopes da Silveira *IDC Brazil*
Paola Soriano *IDC Peru*
Alan Tsao *IDC Taiwan*
Phuong Dang *IDC Vietnam*

3
Sebastian Woerle *IDG Germany*
Stefan Roerig *IDG Germany*
Peter Holzinger *IDG Germany*
Anita Saliov *IDG Germany*
Sibylle Hofele *IDG Germany*
Jeroen Jonker Roelants *IDG Netherlands*
Mark Nederpelt *IDG Netherlands*
Natalie O'Reilly *IDC*
Claudia Santos *Now! Digital Business*
Haruko Fujiu *IDC Japan*
Frank Wang *IDC China*
Bill Rojas *IDC Hong Kong*
Zulkifli Yusof *IDC Malaysia*
Letchmy Ganapathy *IDC Singapore*
Pontus Jeppsson *IDG Sweden*

2
Aimee Bartlett *IDC*
Melissa Henderson *IDC*
Stephen Conway *IDC*
Eiko Furumoto *IDC Japan*
Nicolina Angelou *IDC U.K.*
Andrew Shepherd *IDC U.K.*
Ivanna Laura Vaisman Rovella *IDC Argentina*
Fabian Cardoz *IDC Center for Consultancy & Research/India*
Harsha Sundararaman *IDC Singapore*
Anneli Jansson *IDG Sweden*
Gábor Fauszt *IDC Hungary*
Carrie MacGillivray *IDC Canada*
Tim Mankiewicz *IDC Canada*

1
Andrew Harrison *PC Advisor*
Martin Veithch *CIO U.K.*
Dirk Heib *IDG Germany*
Toni Schwaiger *IDG Germany*
Pascale Romein *IDG Netherlands*
Elizabeth Throckmorton *IDC*
Joseph Ferrantino *IDC*
Michael Hermann *IDG Switzerland*
Aniela Bojarzynska *IDG Poland*
Ludwik Krakowiak *IDG Poland*
Andrew Bell-Wright *IDC U.K.*
Claudia Hochman *IDC Argentina*
Yong-Hyun Kim *IDC Korea*
Micaela Perez Schreiber *IDC Argentina*
Julielen Maria Barbosa *IDC Brazil*
Stella Saretta *IDC Brazil*
Carl Olsson *IDG Sweden*
Åsa Johansson *IDG Sweden*
Anja Kjer Kristensen *IDG Denmark*
Madeline Kruzel *IDG World Expo*
Dagmar Schafferova *IDG Czech*

celebrating 10!

CCW Research Marketing Director ***Yang Hua*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a recent 10th anniversary lunch celebration in Beijing.*

Name
Yang Hua

Home
Beijing

Joined IDG
July 8, 1998

Career path since joining IDG
July 1998-Sept. 2004, reporter and editor, China Computerworld; Oct. 2004 - present, marketing director, CCW Research.

Current title
Marketing director of CCW Research, in charge of the brand awareness, Web site construction and promotion, and conference development.

What's kept me at IDG for 10 years?
I like the culture of CCW Group.

Most challenging part of my job
Work that cannot be controlled due to outside factors.

What talent do you wish you had?
Speaking fluent English.

Favorite way to work off stress
Sleeping

Favorite thing on my desk
A cartoon portrait of me.

Family
Husband Wu Jinxin and my 3-year-old son Wu Yifan.

Manager's profile
"Ms. Yang Hua is devoted and responsible. She is very popular and good at communications."

— Qu Xiaodong, General Manager, CCW Research

celebrating 10!

Name
Raymond Boggs

Home
Millis, Mass.

Joined IDC
October 2006, Director, Small Business/Home Office Research

Career path
Expanded one program to multiple ones in the SMB (small and medium business) space and worked with colleagues worldwide to sharpen IDC's SMB research practice globally.

Current title
VP Small/Medium Business and Home Office Research

Best part of my job
The diverse and simultaneous tasks: managing a P&L, crafting innovative and compelling research, working with sales to build the business case for our prospects and fielding inquiry questions which provide important value to clients.

Memorable moment at work
When heading to a client meeting with [colleague] Merle Sandler in California and I drove right up a low curb barrier (well-camouflaged from those turning) which lifted both front wheels of the rental car off the ground. Two big guys helped us slide off, and we weren't even late. But I'm much more careful now when driving around Menlo Park.

Best compliment I've received on my work
At our recent pilot Webcast for SMB users, done in partnership with PC World, one attendee e-mailed as part of the Q&A: "Great job. Very informative. Thanks so much!" This was wonderful to hear, especially since we're just starting to reach out to help SMB technology users.

Interests outside the office
I play tuba with the Wellesley Symphony Orchestra and the Charles River Wind Ensemble.

Family
My wife Theresa and I have three kids — Matthew, Katie and Patrick — are all through college and out of the house (though some tuition payments remain).

Accomplishment at work of which I'm proud
Two, actually: winning IDC's Peacock Award for Professional Excellence in Market Research and serving as one of the morning keynote speakers at IDC's Directions Conference. Definitely two career highlights.

First job?
Delivering newspapers — the Long Island Daily Press.

*IDC's **Ray Boggs** (left) was the guest of honor at a dinner hosted by IDG Chairman **Pat McGovern** celebrating his 10th anniversary with the company.*

What it taught me
The most demanding customers often tip the least (I still have some customers like that, and when the sales folks get more money from them at renewal time, it's especially sweet!)

Favorite vacation spot
Our little place by a lake in Maine. Nothing like splashing around and then sipping wine with friends.

What others can't tell just by looking at me
I was on "Jeopardy" back when the show was based in New York City. I was winning at halftime but made some bad Daily Double bets and was far behind at the end. Plus, I missed the Final Jeopardy answer (but only lost $10).

Manager's profile
"Ray is Mr. SMB both to his clients and to IDC. He is IDC's resident SMB expert. Ray had covered this IT customer segment long before he joined IDC 10 years ago, and probably longer than any other IDC SMB analyst globally. He engages his audiences when he presents, using stories and creative references. He is very much an optimist, not just seeing the glass half full but downright overflowing. His most recent SMB endeavors are exciting. They include an IDC SMB award for companies with best-in-class SMB initiatives and an SMB lead-generation offering."
— Angele Boyd, GVP/GM, Imaging/Output Solutions & SMB Markets, IDC

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, E for All, Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

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WWW.IDGCENTRAL.COM

Industry Insights companies introduce community site

IDC's end-user business aims to create global educational forum

*IDC Executive Vice President **Crawford Del Prete**, the executive sponsor of the Insights community, announced the launch at IDC's Directions conference last week in San Jose, Calif.*

In keeping with IDC's effort to build stronger ties with IT end users, the Industry Insights companies launched a community site on March 2.

Industry Insights Community, http://idc-insights-community.com, serves as a forum for IT and business professionals to discussion technology issues within the context of their industry segment and to network and form groups with others with the same goals and challenges. The site will have sections for each of the six Insights sectors (financial services, healthcare, manufacturing, energy, government and retail). The Financial Services and Health portions of the community are live, and the other sectors will launch in stages during 2009.

The site and most of its content is open to the public, but to contribute content, make comments or network, users have to login and join. Members can connect with their peers and Insights and IDC analysts through a variety of content elements. Several Insights analysts will have regular blogs, often lead forums — though members can lead, as well — and generate questions for the site. Members who create a profile can join one of their industry's groups (banking, capital markets and insurance, for example, for the financial services community) and network and invite colleagues to join, as well.

Members can post resources they think would be helpful to their peers — presentations they have given at conferences, for example — that can also be viewed by nonmembers in the Quick Links section. Insights staff have posted presentations as well as webcasts.

"This is a departure from IDC's usual model of creating content because of its interactive nature," said IDC VP Marketing **Miriam Kutcher**, who is serving as the site's community manager. "'Joining the conversation' is a key goal of the community as we want to listen and learn from what our audience is saying. We have a unique value proposition with our global

continued on page 4

PC Welt conducts newsstand readership assessment

On-site interviews at Munich newsstand reveal customer preferences

Looking for some low-cost, firsthand perspective on what motivates newsstand buyers, PC Welt Editorial Director **Michael Klein** and Publisher **Canio Martino** last month conducted an informal field study at a newsstand at a busy Munich train station. The pair spent two hours talking to about 20 people interested in PC and Mac magazines on the day the March issue of PC Welt hit the street.

"It was Canio's idea," Klein said, noting that PC Welt had hired market research companies to do similar newsstand surveys in the past, "but that cost thousands of euros. And this time we wanted just a few impressions."

DVD+CD
Test: Schnäppchen-PCs...
PC WELT
Aus für XP
Achtung: Microsoft stoppt XP-Updates
Ihr Windows 2x schneller!
Tuning-DVD für XP & Vista
+ 25 Tipps mit Sofort-Wirkung
TuneUp Utilities
+ Extra-CD
Tune-Up Utilities
Mehr Tempo für Ihr DSL
Turbo-Tricks & Tools auf DVD
XP & Vista auf USB-Stick
Tipps & Tools: Backup, Datensafe, Zweit-PC

April's PC Welt included a bonus CD -- with a commercial Windows-tuning program -- as part of the DVD cover-mount issue.

Klein said that usually all German monthly PC publications ship on the same day, which gave them a chance talk to buyers of all the new magazines. "The newsstand staff was told in advance that market research people would be hanging around in their shop. We only approached people who flipped through or bought a PC magazine," he said. "Unfortunately, not a single woman laid a hand on a PC magazine, only men. Nobody was younger than 35. Fortunately, nobody declined to talk to us."

PC Welt offers three different covers for its issues each month, all at different price points — one with a cover mount of a software DVD (4.99

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Inside this issue

John O'Malley briefs China staff on IDG Connect *page 2*

IDG Hungary marks 40th anniversary of Computerworld edition *page 2*

IDG World Expo China plans campus technology event *page 2*

One on one: IDC Executive Advisory Group VP Rich Vancil *page 3*

IDG U.K. staff cook up [illegible]und-raising effort *page 6*

Celebrating 10: China Computerworld's Wu Yongli and IDC's Deanne Hart *pages 7,8*

IDG Hungary CW title turns 40

Hungary's first and foremost publication for IT professionals recently celebrated its 40th anniversary with an expansive special edition and customer appreciation visits. Launched as Számítástechnika in 1969, the title became IDG's first publication in Hungary in 1986, published by a licensee as Computerworld Számítástechnika. IDG purchased the company in 1991, creating a wholly owned subsidiary.

Since January, Editor-in-chief **Péter Csontos** has visited 35 major advertisers, including Microsoft, IBM and SAP, presenting representatives with personalized plaques of appreciation and a bottle of champagne and set of flutes. The Feb 17 anniversary issue, with twice as many pages as usual and double the advertising, included significant articles from the past four decades and reflections by influential members of the Hungarian IT community about the past and future of the industry.

Readers who have subscribed to the weekly for at least five continuous years received a special renewal offer at a 40% discount off regular rates. Circulation is about 10,000, with a total readership of 70,000 to 80,000. Though paid subscriptions have declined over the past few years, Csontos said that's been a common problem in the market.

Contact pscontos@idg.hu.

John O'Malley briefs China staff on IDG Connect, lead generation business

*Some of the staff who met with IDG Connect CEO **John O'Malley** (fourth from left), include (l-r): **Feng Hua**, general manager of CEOCIO China Online; **Zhou Qun**, director of Information System Department of CCW Group; **Celia Pan**, vice president of New Media Development of IDG China; **Chen Mei**, president of China Computerworld Group; and **Rong Yu**, general manager of China Network World Online.*

IDG Connect CEO **John O'Malley** spent a half day last month at the China Computerworld office providing staff with an overview of IDG's lead generation business and the IDG Connect database.

O'Malley introduced the group, which included the Web business supervisors and database marketing team at Beijing-based China Computerworld, to the IDG Connect business model, product setup and sales and marketing strategy and discussed ways that business units can take advantage of the database resources IDG has accumulated during the past several years.

While lead generation programs are a central focus of most of IDG's U.S. media businesses, the business is just beginning to take off in China. China Computerworld plans to cooperate more closely with IDG Connect going forward, according to China Computerworld Group President **Chen Mei**, as it prepares to launch a full-fledged lead generation business, better integrating this model into traditional Web sales and provide added value for clients' online marketing efforts.

IDG World Expo China to co-organize international conference on best practices in IT use at universities

IDG World Expo China recently announced plans to co-organize the first international IT conference held in China to focus on sharing best practices about the technology used at institutions of higher education.

Campus Technology China 2009 will be held in Beijing Sept. 23-25 in association with 1105 Media Education Group, which has organized a U.S. Campus Technology event since 1994. The Beijing conference and exhibition will enable leading education technologists and visionaries from around the globe to meet with Chinese university leaders interested in incorporating various technologies into their schools to improve learning and administration.

IDG China SVP and IDG World Expo China President **Jennifer Xu** noted that sales of computer hardware and software sold to Chinese higher education institutions is expected to grow at an even faster rate than China's overall ITC market, which IDC pegs at 9.1% this year, making it one of the world's fastest-growing IT markets.

Write to jennifer_xu@idg.com.cn.

one on one

the interview

Rich Vancil

The vice president of IDC's Executive Advisory Group is this week's columnist. Reach him at rvancil@idc.com.

"We need to assist our clients from the start to finish of their marketing and sales process. If we can do that for all IDC clients, then this business has legs."

Q What is your group's mission, and how has it changed over the years?

A The Executive Advisory Group focuses on providing senior technology marketing and sales executives with research and insights to improve the productivity and efficiency of their sales and marketing efforts. The practice launched in 2003 as the CMO Advisory Research service, which analyzes marketing investments and key marketing performance indicators across the worldwide IT vendor community. That research area is now approaching $2.5 million in revenue and is profitable. We service about 50 companies with ongoing advisory services. Many of the world's largest IT vendors have now standardized on the budgeting frameworks that we have developed; these are our processes and tools that guide them through their annual planning and marketing investment decisions. The group has expanded to include a Sales Advisory research service, and we have many new delivery formats including interactive Leadership Board Meetings with clients.

We started this area to help marketers with effectiveness and efficiency issues. As an outside practitioner coming in to IDC to start this work, I knew that there is a lot of waste in marketing budgets and that marketing staff are often poorly organized and tasked. I also knew that there is tremendous misalignment between marketing and sales. These problems were valid then; they are still valid and becoming more so. Helping clients with these problems is our mission.

Q What are some of the key trends you are seeing now in tech marketing?

A For some time now, we have stated that the typical marketing structure at a typical tech vendor is not effective. This structure has corporate marketing, product marketing and field marketing. Corporate marketing handles the core advertising, PR, marcomm and related areas. Product marketing works closely with product management in the product lines to support launches and to build campaigns and offers. Field marketing supports the direct field sales teams and also channels and partners in some cases. The organizational problem is that at most companies these three areas work very independently of each other. All too often, the independent nature of the work shows up as very poor misalignment of the company's marketing and sales efforts. Even worse, it shows up when the company's customers complain that they get inundated with too much "noise" and too many mixed messages from the vendor. When we work with our clients, we urge them to examine these structures and to think differently: to explore the integration of these three silos. It is very complex to execute, but there are a lot of savings to be gained and tremendous benefits that can be achieved.

So now we have this deep recession and, in some ways, especially for those companies that have been struggling with these alignment and organizational problems, it might just be a godsend. Corporate marketing departments that have not been working closely enough with their product lines and with the field will be re-organized. The CMO who was unable or unwilling to do that will be fired: just watch the news. The classic tech marketing mix as we know it today — this mix that is so product centric and that so many customers dislike — is going to be obliterated. Marketers will be forced to rethink their whole mission: what they produce, when, how and where they produce and for what purpose. Spend that is taken out of budgets today will never, ever, be replaced. I am forecasting that digital marketing will be the largest element of the marketing mix by the end of 2010. Market Intelligence — IDC's bread and butter — will be transformed. The list goes on. It is dramatic.

Q How has your team expanded?

A By hiring for complementary skill sets. I am an English major with an M.B.A. I do not know how to build a relational database. So **Michael Gerard** joined early on and brought a lot of the depth to our research operations, methodologies, analysis and many other areas. **Seth Fishbein** is now a senior analyst who has great research and client-handling skills. **Lee Levitt** is our Sales Advisory guru. **Tom Barrieau** just joined Lee to help expand the sales area research. We are fortunate to have good sponsors within IDC: [SVP/Executive and Go-to-Market Programs] **Clare Gillan** and [IDC President & CEO] **Kirk Campbell**.

Q Given the topics of your research and its implications for so much of IDG's business interests, do you work with IDG colleagues?

A We do. The CMO Advisory research is quite often used and disseminated by **Bob Carrigan** and his leadership team in helping to understand tech marketing trends. We also provide the content and programming for the IDG and IDC Marketing Summit, which is hosted by **Pat McGovern** and is now in its fourth year. This event, most recently held March 2 in San Francisco, is targeted to IDG's and IDC's largest and most important marketing buyers. Also, we

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Industry Insights

continued from page 1

team of industry analysts focused on IT issues, and the community model is an ideal platform to build the dialogue."

IDC believes it is the first analyst firm to develop a community of this kind, Kutcher said. While competitors have blogs, those are framed in terms of featuring the analyst, and the Insights Community is much more diversified, she said.

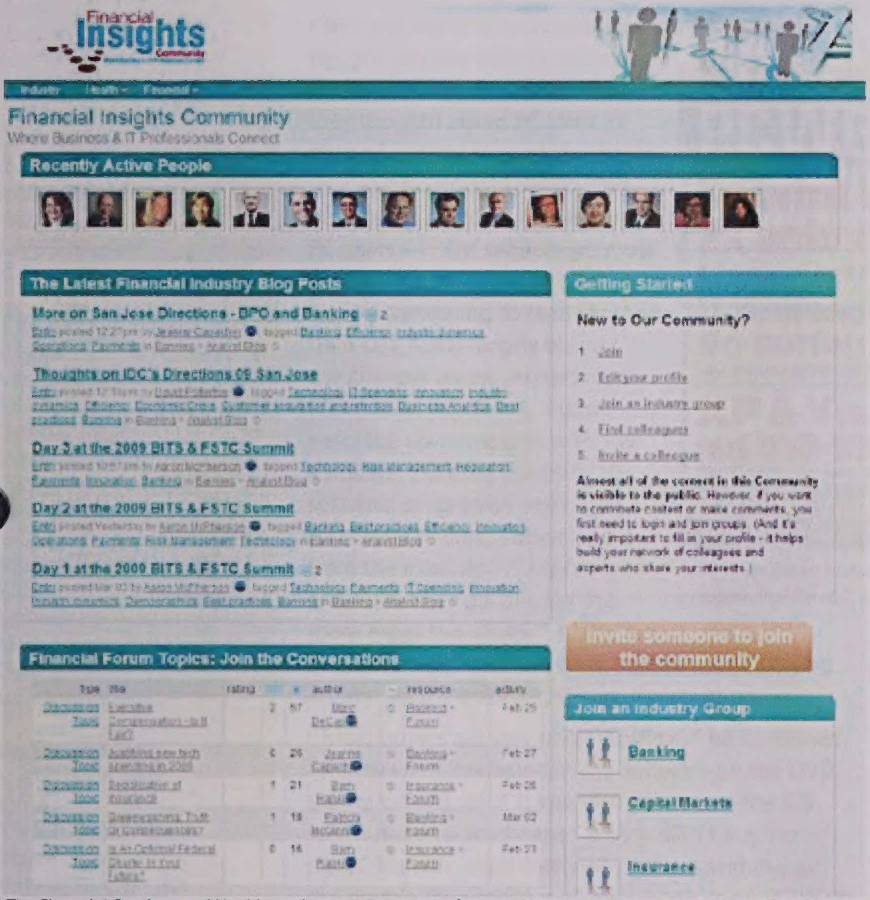
A calendar with worldwide industry events and community announcements are also part of the site. Members' profile photos are tagged with icons that identify them, where appropriate, as IDC analysts and as active users of the site.

IT suppliers are welcome to register and participate in the community, but, according to the site's community guidelines, they are asked to provide information that furthers the discussion and learning of technology buyers, not information that is self-serving to a vendor's business.

Vendor representatives are required to disclose their affiliation when posting about their company's or their competitors' products. IDC will delete vendor posts it feels are part of a campaign to promote the company's prodcuts or to disparage competitors.

The site's platform, which took more than eight months from planning to launch, is hosted by an outside vendor.

Contact mkutcher@idc.com.



Financial Insights Community
Industry
Health
Financial
Invite someone to join the community

Financial Insights Community

Where Business & IT Professionals Connect

Recently Active People

The Latest Financial Industry Blog Posts

More on San Jose Directions - BPO and Banking 2

Thoughts on IDC's Directions 09 San Jose

Day 3 at the 2009 BITS & FSTC Summit

Day 2 at the 2009 BITS & FSTC Summit

Day 1 at the 2009 BITS & FSTC Summit 2

Getting Started

New to Our Community?

1. Join
2. Edit your profile
3. Join an industry group
4. Find colleagues
5. Invite a colleague

Almost all of the content in this Community is visible to the public. However, if you want to contribute content or make comments, you first need to login and join groups. (And it's really important to fill in your profile - it helps build your network of colleagues and experts who share your interests.)

Financial Forum Topics: Join the Conversations

Join an Industry Group

Banking

Capital Markets

Insurance

The Financial Services and Health portions of the Insights Community are now live, and the Energy, Retail, Manufacturing and Government sectors will launch later this year.

Cross-business unit collaboration

IDC staff who developed the Industry Insights Community site have met with colleagues at CIO.com and the CIO Executive Council to explore ways to collaborate. "Their readers and Executive Council members are our audience — technology buyers and influencers — and CXO Media is looking to build out their vertical content," said IDC VP Marketing **Miriam Kutcher**. "It's a natural partnership."

Kutcher said the Industry Insights Community would also like to work with IDG editorial staff from around the world who want to share value in similar ways, participate in forums, or create other alliances with the site.

One on one

continued from page 3

contribute a lot of material to the IDG Knowledge Hub Web site (www.idgknowledgehub.com).

Q What is the future of this business area?

A IDC's great opportunity is to provide an end-to-end set of external intelligence that can help our clients with their marketing challenges. Every client needs to launch new products and services and to make good decisions on market readiness and competitive alternatives. The external intelligence that IDC provides for this part of the marketing process has been our bread and butter for the last 40 years.

But think about it: that's only the beginning! After the client makes product and market choices, they also need help with how to market and sell those products. They need tools and intelligence to plan how, when, where, and with what resources they take those products to market. And then they need to execute, measure and adjust the performance of their marketing and sales actions. That's where operational advice such as my team can offer can come into play. Now that's an over-simplified view of the marketing process, but IDC can serve our clients with this intelligence all along the way. We need to assist our clients from the start to finish of their marketing and sales process. If we can do that for all IDC clients, then this business has legs.

Coming up

IDC IT GRC Management Summit
March 25
New York City
www.idc.com

The IDC Software as a Service Summit:
End-to-End Solutions & Platforms for the Next Generation of SaaS
March 26
New York City
www.idc.com

SaaScon 2009
Computerworld's Software as Service Conference
March 31-April 1
Santa Clara, Calif.
www.saascom.com

IT Roadmap Conference & Expo
A Network World event
April 2
Donald E. Stephens Convention Center
Chicago
[illegible]ww.networkworld.com

Storage Networking World
A Computerworld event
April 6-9
Rosen Shingle Creek
Orlando, Fla.
www.snwusa.com

SaaS World 2009
An IDG Japan event
April 8
The Ritz-Carlton Osaka
Kita-ku, Osaka
www.idg.co.jp/english

CIO Perspectives Forum
Local Connections on Global Issues
A CXO Media event
April 22
New York City
www.cio.com

The CIO Leadership Event
Revitalizing Business with Strategic IT
A CXO Media event
May 3-5
Sawgrass Golf Resort & Spa
[illegible]onte Vedre Beach, Fla.
www.cio.com

More listings in the Events section of IDG Central.

PC Welt

continued from page 1

euros [US$6.30]), one with software on a CD (3.99 euros [$5.00]), and one with no cover mount (1 euro [$1.25]). (Some of PC Welt's competitors offer a movie on DVD as a fourth option.) Klein said that at the newsstand the more expensive cover mount issues were prominently displayed, while the less expensive copies with no cover mounts had to be searched for or even asked for.

Nur 1 Euro ++ Nur 1 Euro ++
PC WELT
Aus für XP
Achtung: Microsoft stoppt XP-Updates
So wird Windows 2x schneller
5-Minuten-Tipps mit Erfolgsgarantie
Download-Fallen! So surfen Sie sicher
Tipps: Schutz vor Abzocke und Attacken aus dem Web
XP & Vista auf USB-Stick
Tipps: Backup, Datensafe, Zweit-PC
TuneUp Utilities 2008
Ihr DSL nervt?
Tricks: Mehr Tempo – garantiert

Sales of the edition without cover mounts have been so popular that the staff is increasing the print run.

Klein and Martino quizzed buyers on why they bought an issue with or without a cover mount, as well as what they thought about PC Welt in general. "What was interesting to us was who bought which kind of issue," Klein said. Professional PC users — "the readers we most seek to attract" — who were buying something to read for their train ride home largely bought the cheaper issues. According to Klein, most explained, 'I don't need the cover mounts with free software. I already have the 10 software programs I work with. If I need freeware, I download it from the Internet.' "Unemployed and retired people bought the more expensive issues," Klein said, "because they have plenty of time to spend playing around with the software from the cover mounts."

"Most buyers are very price-sensitive," he continued. "If they were interested in the software on the DVD, they'd look to see if it was also offered on the CD, which is one euro cheaper. If they didn't buy our magazine, we asked them why." Klein said that of the people they spoke with everybody knew PC Welt, but people are buying fewer magazines than they did a few years ago. About a third of the buyers said that they can't afford a second or third computer magazine. "So our goal with PC Welt is to make it the No. 1 magazine on their short list." Klein added that if newsstand shoppers did not purchase a copy of PC Welt, he and Martino gave them a coupon for a free copy after their brief interview.

Despite knowing that the professional readers it most wants to lure have said in e-mails, comments on the PC Welt site and even the recent informal newsstand survey that they care less about cover mounts, Klein said PC Welt is making the cover mounts and what's on them more prominent.

"The cover mounts mean a lot to our profit margin," he said. "However, in a time of fast Internet downloads and a decrease in readers' spending power we need to have options to deliver a product our target readers need and still make the revenue and profit IDG expects from us." Klein added that PC Welt is also reworking the print runs of the three different issues, "as the least expensive issue sometimes sells out. We want to offer our readers whichever PC Welt they want — with a cover mount or without. Although we did put a kind of advertisement for the DVD issue of PC Welt on the cover of the 1 euro April 1 issue.

"Even in an online-first company, it's a good idea once in a while to surprise your print customers," Klein continued. "For the April issue, for the first time in two years, we included a bonus CD with the DVD cover-mount issue. The CD contains a full working program of a commercial Windows-tuning program, something even a professional user should be interested in. If we sell 8,000 copies above average, the investment will pay off."

For more information contact Michael Klein at mklein@pcwelt.de. WU

Check out Marketplace ads on IDG Central

Looking for a certified personal trainer to provide in-home personal training, nutritional planning and other wellness services?

How about a 17" MacBook Pro laptop for $1250?

For these and other items for sale or rent, check out the classified ads on IDG Central. Need a login? Request one at www.idgcentral.com.

Are blogs dead?

Galen Gruman argues that the name — long associated with self-involved "what I ate for breakfast" type musing might need to go — but the blog format, a.k.a. "the column" is a tried and true means of attracting and retaining audiences:

"The key here is to stop thinking of blogs as their own form of medium. They're not. They're simply columns. And like the print medium's columns, there is no single approach to a successful blog. Most blogs (and columns) put a human face on their coverage — or at least a persona — which gives them a stylistic differentiation from other story forms regardless of their content focus. That's the emotional appeal that I believe the early blogs offered, even if their substance was transient. And that appeal remains strong today, and should be taken advantage of for more viable content offerings. As a publishing company, we know these column models..."
To read more, visit IDG Central at www.idgcentral.com and check out Galen's blog.

noteworthy people

Promotions

CIO Associate Copy Editor **Kristin Burnham** is now copy editor. "Kristin joined CIO Magazine in June 2007 as an editorial assistant, moving swiftly onto the copy editing team," said CIO Executive Editor **Elana Varon**. "She distinguished herself through an ability to go with the flow while keeping up with a heavy workload, handling proofreading for CIO and CSO each month with precision and grace. Recently, Kristin became our sole copy editor and adapted to her new role without so much as a ripple in our editorial workflow. On top of all that copy editing talent, Kristin writes consistently for the magazine, including Q&A's, Trendlines and, in the Jan. 15 issue, an Essential Technology feature on energy-efficient data centers." *kburnham@cxo.com*

D'Auria

LYNN HOLMLUND

CIO Editorial Assistant **Jarina D'Auria** has been promoted to associate staff writer. Jarina joined CIO as an editorial assistant in September 2007 and quickly established herself as a highly organized, reliable fact checker and researcher," Varon said. "She is fearless and persistent in the face of any assignment, whether it's digging for information in SEC reports, pestering Fortune 500 CEOs for comments about their CIOs or fact checking data in our research reports. Her assignments for the magazine have included the monthly "DataPoints" page, bios for our 2008 Hall of Famers and several other stories." *jdauria@cxo.com*

New employees

Canning

Computerworld has hired **Karissa Canning** as an online account services specialist. She was previously a sales service specialist with Bank of America. She earned a B.S. in business administration with a concentration in marketing from the University of Maine/Orono and enjoys running, volleyball and reading. *karissa_canning@idgcommunications.com*

Hansbury

LYNN HOLMLUND

Previously worldwide sales operations manager with Envox Worldwide, **Susan Hansbury** joins **CXO Media** as business operations manager. A graduate of the Katharine Gibbs Business School, she enjoys cooking, decorating and gardening. *shansbury@cio.com*

Bolwin

Lisa Bolwin is **Network World**'s new online account service specialist, coming from PJA Advertising and Marketing where she worked as an assistant account manager developing campaigns for IT and healthcare clients. She holds a B.S. in public relations from Champlain College in Burlington, Vt., and enjoys golf, travel and the beach. *lbolwin@nww.com*

IDG U.K staff cook up a successful fund-raising effort for local charity

Among those taking part in IDG U.K.'s effort to raise funds for Endometriosis Awareness Week were (l-r): ***Maria Petersen****, Marketbase database assistant;* ***Andy Penfold****, iPod User associate editor;* ***Carrie-Ann Skinner,*** *PC Advisor staff writer;* ***Karen Haslam****, Macworld editor; and* ***Sarah Willing****, marketing manager.*

Some London-area gyms are likely to be packed with IDG U.K. staff attempting to burn off the effects of their generosity as they supported a week-long fund-raising effort that benefited a local charity while tempting their taste buds.

Organized by Macworld U.K. Editor **Karen Haslam**, a group of 18 colleagues spent a week earlier this month baking — and selling — an impressive collection of cakes, cookies, brownies and other confections to colleagues and neighboring businesses in an effort to raise money and awareness for Endometriosis Awareness Week.

The effort yielded more than £500 (US$704) and has proved so popular, according to **Rosemary Hattersley**, deputy editor, PC Advisor, "that we may repeat the trick with another suitable charity being supported in a similar, tasty manner in a couple of months' time."

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29

John Dix *Network World*

22

Eleni Brisbois *Network World*

18

Reinhard Prasse *IDG Germany*

17

Elizabeth McPherson *IDC*

12

Carl Olofson *IDC*

11

Stig-Roar Martinsen *IDG Norway*
Jason Snell *Mac Publishing*
Ian Sharp *IDG Australia*

10

Jonathan Seff *Mac Publishing*
Jessica Wennberg *IDG Sweden*

[illegible]oltán Taute *IDG Hungary*
Arne Arnold *IDG Germany*
Pennie Robinson *IDC*
Jon Röhne *IDG Sweden*
Lina Vikman *IDG Sweden*
Ric Hudson *IDG Australia*

8

David Lake *PC World*
Birgitte Kjærulff Henriksen *IDG Denmark*

6

Elizabeth Lindquist *IDC*
Daniel Sullivan *IDG U.K.*

5

Siw-Anne Eriksen *IDG Norway*
Karen Bornstein *Network World*
Thu Huong Duong *IDG Ventures Vietnam*
Rob Koghee *IDG Netherlands*
Alejandro Florean *IDC Mexico*
Jan Westermark *IDG Sweden*

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Charles Lee *IDG Corporate Sales*
Michael Tavares *IDG*
David Price *IDG U.K.*
Daniela Creglia *Nuov@Periodici Italia*

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Kit Lau *IDC Hong Kong*
Leslie Baldi *IDG*
Kim Andersen Stensdal *IDG Denmark*

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Tim Mankiewicz *IDC Canada*
Tim Dillon *IDC Australia*
Michael Guo *IDC China*
Nancy Gohrig *IDG News Service*
Dana Gould *IDC*
Michael Orasin *IDC*
Noemi Greyzdorf *IDC*
Nicholoas Massin *IT World Canada*
Elzbieta Jakubowska *IDG Poland*
Atsushi Arai *IDC Japan*
Douglas Hayward *IDC U.K.*
Massimiliano Parma *Nuov@Periodici Italia*
Robert Ahlqvist *IDG Sweden*
Naomi Hamilton *IDG Australia*

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Tibor Mozsik *IDG Hungary*
Andrew Galluccio *PC World*
Amab Tagore *IT World Canada*
Monika Szczurowska *IDG Poland*
Trevor LaFleche *IDC U.K.*
Dan Pettersson *IDG Sweden*
Nancy Le *IDG Australia*
Campbell Simpson *IDG Australia*
David Ramli *IDG Australia*
Amanda Potts *IDG Australia*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

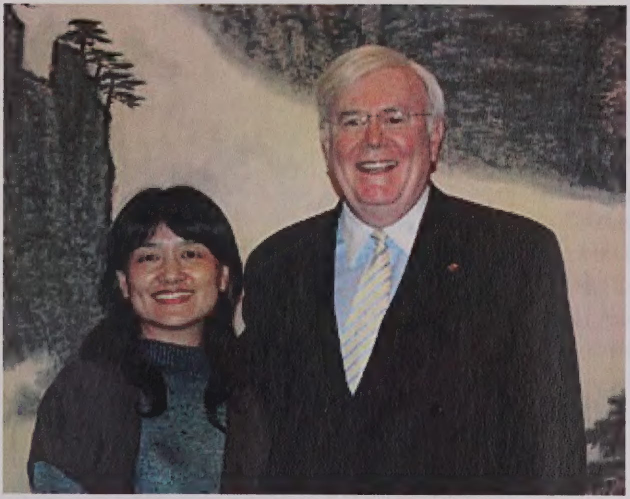
Question of the Week results for March 2

What do you think of the World Update online-only delivery experiment?

👍 77% 👎 23%

Log on to www.idgcentral.com to vote on this week's question: What phone do you use most at home: landline or mobile?

celebrating 10!



China Computerworld Administrative Manager, President's Office, ***Wu Yongli*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a recent 10th anniversary lunch celebration in Beijing.*

Name
Wu Yongli

Home
Beijing

Joined IDG China
July 6, 1998

Career path
July 1998-May 2000, Administrative Assistant, China Network World; June 2000-July 2008, Circulation and Database Manager, China Network World; August 2007-present, Administrative Manager, President's Office, CCW Group

What my job entails
I am in charge of the administration of daily affairs of our group, including the mail, couriers, Xerox machine and call center.

Most challenging part of my job
Communications

Of what accomplishment at work are you most proud?
Establishing the database of China Network World.

What talent do you wish you had that you don't have?
Spoken English.

Favorite way to work off stress
Climbing mountains, running, playing ping pong and shopping.

Family
My husband Diao Shijing and my 20-year-old daughter Wu Dan.

If I won the lottery tomorrow, I would
Invest it.

Favorite movies
Waterloo Bridge and *A Night to Remember*.

Manager's profile
"Since joining our newspaper, Yongli has been very devoted, responsible and active. She has been very loyal to CCW Group and has contributed a lot to the database construction of China Network World."

— Zhu Fulai, deputy director, President's Office, CCW Group

celebrating 10!

Name
Deanne Hart

Home
Walpole, Mass.

Joined IDC
January 1998, Associate Analyst/Account Manager, IRS/CIA Group

Current title
Inquiry Analyst, IDC Industry Insights. I triage inquiry requests from Industry Insights clients. It is my job to quickly determine which requests can be filled via existing research that the client may have access to, which require direct analyst attention, and which are custom or not covered via syndicated research.

Best part of my job
Working with top-tier clients on their day-to-day business challenges. Every day is a new opportunity to exceed expectations with the best clients, best analysts and best sales and marketing people in the business.

Job perk
Being part of a global research organization gives me the warm fuzzies. The fact that we can put someone in Edinburgh in touch with an expert in Uzbekistan with a quick phone call or e-mail is a powerful thing and makes me feel part of something significant.

Latest accomplishment
We've seen a surge in customer interactions since the market collapse this past fall. Truly, in uncertain times, clients gravitate toward trusted market advisors. This uptick in interactions is the direct result of all the hard work and investment to date; we are starting to get more and more traction in the end-user markets — which is just an incredibly difficult thing to do.

Memorable moment at work
Recently, I was privy to some work our top-notch analysts did that was used by the Obama transition team. I told my mother and she said the usual…"What is it you do again?"

What's kept me at IDG for 10 years
The clients, the analysts, and the awesome people in sales and marketing I get to work with and the simple fact every day is another opportunity to learn something new. Plus, I have an exceptional manager who inherently trusts me to do the next right thing and always leads by example. Having reported to some cretins in past professional incarnations, this is priceless to me.

One thing I've learned during my tenure at IDG
If you can help your client help their client you've got it going on.

*IDC's **Deanne Hart** was the guest of IDG Chairman **Pat McGovern** at a dinner celebrating her 10 years of service to the company.*

What I'm doing to be a better employee
Trying to read more research.

Interests outside the office
Tennis, yoga, pets and reading.

Last good deed
I went down to New Orleans with the Humane Society 10 days after Katrina hit to help rescue abandoned pets in the city — which was empty and under control of the Army and National Guard. It was surreal to say the least.

Fantasy job
Art/theater/book critic. To get paid for being critical? Hello?

Favorite celebrity encounter
Elvis Costello at the Cape Cod Coliseum back in the Jurassic period when he was still wearing Old Spice cologne. Swear to God.

Manager's profile
"Each month, Dee receives over 100 inquiries from clients, IDC and Insights sales people. She follows up with each request in a timely, thorough and professional manner. Dee's knowledge of IDC's products and services is second to none. She is our go-to person for all Insights-related questions, and if she doesn't know the answer off the top of her head, she knows where to go to find it. She is always willing to go above and beyond to help clients get answers to their questions. Dee plays a key role in cultivating the relationships that keep contracts renewing and uncovering revenue-generating opportunities via the inquiries that she receives. Working with her over the past 10-plus years has been an absolute pleasure!"

— *Kim Schuberthan, director, Client Service, IDC*

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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Michael Klein *PC Welt*
Miriam Kutcher *IDC*
Karen Ren *IDG China*
Rich Vancil *IDC*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, E for All, Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

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WWW.IDGCENTRAL.COM

IDG TechNetwork rises above the competition

Sites must meet strict criteria to be approved for participation in growing network

A key initiative currently driving IDG's growth strategy in the online media space is partnering with third-party entities to extend the company's reach "beyond our borders." One relatively new business — the IDG TechNetwork — is playing a central role in this effort.

Launched last year by New York-based IDG Syndication and Networks, the IDG TechNetwork has quickly elevated itself above most of its competitors in the very crowded ad network landscape. It recently came in No. 2 in terms of name recognition and No. 1 in terms of "planning to do business with in the upcoming year" in a research study conducted by IDG Research Services among agency and advertising marketers across the United States.

"These results are really amazing," said IDG TechNetwork VP of Sales **Brian Gleason**, noting that the company has been in existence for less than a year and was competing against such well-established networks as Advertising.com, Tribal Fusion and Collective, among many others.

IDG WORLD UPDATE

*IDG TechNetwork's San Francisco team (lr): Account Director **Jennifer Yomogida**, Account Executive **Whitney Strang** and Account Director **Angela Shin**.*

An online ad network is a collection of Web sites, generally too small to have their own dedicated sales teams, that wish to host advertising. The owner of the ad network sells advertising across the net-

continued on page 4

TechNetwork's IDG partnerships

IDG TechNetwork VP/Sales **Brian Gleason** provided the following examples of the various ways IDG TechNetwork is partnering with IDG business units to generate incremental revenue beyond the banner.

The Industry Standard. The Industry Standard has created some very unique and powerful creative units involving its custom prediction units. IDG TechNetwork was able to combine these custom units with the reach and targeting abilities of the TechNetwork to create a truly innovative campaign for a Microsoft FrontRunner campaign and provide the scale to make it successful.

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DEMO debuts co-producer, social networking aspects

DEMO, the twice-yearly launch pad for new technologies — among them Salesforce.com, the Palm Pilot and TiVO — made a few introductions of its own at its 2009 conference this month in Palm Desert, Calif.

Chief among them was Matt Marshall, founder and CEO of VentureBeat.com, a news site for venture capitalists and entrepreneurs, who joined DEMO Executive Producer Chris Shipley as DEMO 09 co-producer and co-host on stage. After 13 years as executive producer, Shipley will step down after September's DEMOfall, and Marshall will take over the reins in 2010.

BRIAN SOLIS

DEMO Co-executive Produder Matt Marshall (l) leads a DEMObeat panel on new trends shaping the IT market.

"I'm deeply humbled to be stepping into Chris's shoes," Marshall said. "She's long stood for credibility and integrity, doing an outstanding job vetting and selecting companies to present at each DEMO. I've admired the service she's done to bring worthy startups much-needed recognition. We were flattered when Chris and IDG reached out to us last year to begin discussions. We agreed there is so much good about DEMO that we want to protect, but that VentureBeat could also bring some fresh eyes to the event, help evolve it to adjust to changing times and experiment with formats to improve it where possible."

Out of the gate, Marshall added DEMObeat to the DEMO 09 program. This series of panel discussions and product demonstration explored some of the latest trends reshaping the technology landscape.

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IDG Japan organizes CMO, pandemic events *page 2*

Fourth IDG Marketing Summit connects marketers, clients and IDG executives *page 2*

One on one: IDG Chairman Pat McGovern *page 3*

Celebrating 10: IDG China's Ma Yueyue and IDC's Meredith Whalen *pages 7,8*

IDG Japan coordinates same-day marketing, health-related events

March 4 was a busy day for IDG Japan's 13-member expo team, as the group organized two simultaneous events at different venues in Tokyo.

The fourth edition of the CMO Conference series, Improving Marketing Accountability: Enterprise Innovation and Revenue Growth, drew 169 senior marketing professionals. "The top challenge for today's CMOs is to find out how to analyze customer data and use it to improve corporate value, branding and sales," said CMO Conference Manager **Tateki Kawanabe**. "These kinds of events help build a community of senior marketers who can share their knowledge to help peers solve problems at their organizations." Admission was 25,000 yen (US$258).

Panelists included representatives from Coca-Cola Japan, Nestlé Confectionery and NEC Corp. as well as sponsor speakers from Google Japan and Omniture.

IDG JAPAN PHOTOS

(From left): Event Business Unit Manager ***Masato Tsuchiya****, CMO Conference Show Manager* ***Tateki Kawanabe****, CMO Conference Show Manager,* ***Yoriko Yamaguchi****, CMO Conference Operations Specialist, Event Business Unit, Sales & Marketing Manager* ***Masanori Yamamoto****, IDG Japan General Affairs Manager* ***Yukari Nakayama****.*

For the first time in the event series, free audiocasts and videocasts of the sponsor sessions, provided by J-Stream Inc., will be posted soon on IDG Japan's Web site. They will be available, in Japanese only, to any site visitor who registers to access them.

Across town, more than 1,000 C-level executives and managers from the crisis management departments of major companies attended the Pandemic Summit, which proved to be Japan's largest event ever on pandemic flu, avian flu and preparedness measures targeted to a corporate audience. Planned and operated in concert with the Japanese office of the Business Continuity Institute, the conference attracted representatives from many industry sectors, including finance, insurance, manufacturing, retail, pharmaceutical and government.

国内最大級の規模で開催
パンデミックサミット

The Pandemic Summit team included (l-r): Sales and Marketing Manager ***Keisuke Onodera****, Operation sSpecialist* ***Minori Tanji*** *and Show Manager* ***Atsushi Watanabe****.*

"Pandemic flu preparation at Japanese companies is far behind that of other developed countries, and we wanted to create an educational forum to highlight essential elements of prevention and crisis management," said Show Manager **Atsushi Watanabe**. Nineteen sponsors supported the profitable event, which had paid admission of 5,000 yen (US$50).

These two events are the latest non-IT conferences IDG Japan has organized as a way to tap into new revenue opportunities. Past events include one on bio fuels and another on water treatment and recycling technology. Overall, the business unit manages about 20 events per year.

Write to Director of Event Business ***Megumi Okamoto*** *at mokamoto@idg.co.jp.*

WU

IDG Communications, IDC collaborate on Marketing Summit

HOWARD SHOLKIN

IDG Communications CEO ***Bob Carrigan****, IDG Chairman* ***Pat McGovern*** *and IDC President & CEO* ***Kirk Campbell*** *served as hosts for the Summit.*

Almost 60 clients and prospects met with IDG and IDC executives on March 3 in San Francisco at the fourth annual Marketing Summit, a high-level networking reception, dinner and a panel discussion with IT executives. Hosted IDG Communications and IDC, the summits are a cooperative effort to build relationships with key clients and give them insight into ways to connect with their own customers and prospects.

The senior-level marketers and agency executives attending represented major companies including HP, Oracle, Cisco, Fujitsu, Google, EMC, VMware, VeriSign, Lenovo and Symantec. Agencies included McCann, Zenith Optimedia, Neo@Ogilvy, Just Media, and Doremus.

IDC Executive Advisory Group VP **Rich Vancil**, who had a recruitment and planning role for the Summit, moderated a panel discussion featuring Peter Breunig, general manager, Technology and Architecture Strategy, Chevron; Bill Gibson, VP, Levi Strauss Americas; and Fernando Gonzalez, CIO of Byer California. They talked about their use of media and events to stay informed and how they relied on their colleagues to help them keep track of technologies and industry developments.

While the executives said they generally turn to print media, their direct reports spend more time online. The panelists emphasized the importance of marketing to both CIOs and the people who work for them given the limited time the executives have to review information.

The audience response after the Summit has been overwhelmingly positive."Attendees said they were glad that IDG hosted a dinner even in difficult times, and they learned a lot from the panelists," said **Sean Weglage**, VP/group publisher, Computerworld, InfoWorld, and ITworld. He was part of the group that led the audience recruitment effort, which included **Bob Melk**, publisher, CIO; **Vaughn Brown**, sales manager, InfoWorld; and **Matt Yorke**, SVP, Corporate Sales and Marketing, IDG Communications.Their efforts and the tech concentration in the Bay Area contributed to a turnout twice as large as the New York Summit last year.

Jill Martay, VP/Events, Computerworld and InfoWorld, led the planning and logistics. She worked with **Nelva Riley**, executive assistant to CEO **Bob Carrigan**, **Laura Nurzynski**, IDC VP/Go-to-Market Services and **Kaila Bongiovanni**, director, InfoWorld Marketing; **Howard Sholkin**, director, Communications and Marketing Programs, IDG Communications; **Joan Jolley**, director, IDC Events; and **Clare Gillan**, SVP, IDC Executive and Go-to-Market Programs.

Write to howard_sholkin@idg.com.

WU

one on one

Pat McGovern
The chairman of IDG is this week's columnist. Reach him at patmcgovern@idg.com.

n an economic downturn....customers reach out for the most reliable forecasts available and seek advice on how to adjust to these changes. This creates an increased need for the market research and advisory services of IDC."

Q How did IDG's operating profits in FY08 compare to the prior year?

A IDG had an operating profit increase of 28% in FY08 compared to FY07. Congratulations to PC World, Infoworld, IDG Connect, IDG List Services, IDG Germany magazines, IDG Norway, IDG Sweden, IDG UK, IDG China, IDG Vietnam, IPS and IDC Insights, each of which had an operating profit increase of more than 28% in FY08.

Q How has the economic recession impacted IDG's operating profits in the first quarter of FY09 (Oct. to Dec., 2008) compared to the first quarter of FY08?

A In the first quarter of FY09, the economic recession began to be felt at IDG business units around the world. IDG's operating profits in the first quarter of FY09 declined by 62% from the first quarter of the prior year. Congratulations to Macworld, IDG World Expo, IDG Research, IDG Germany magazines, IDG Netherlands, IDG Romania, IGS EMEA, IDG Global Solutions (IGS) U.S.A., IGS APAC, and International Publishing Services, which were all able to achieve a gain in operating profits in the first quarter of FY09 compared to the first quarter of FY08.

Q You have witnessed a number of economic cycles in your career. How does the current recession compare to previous downturns?

A During the 45 years since IDG was founded in 1964, our company has been through four economic recessions. One was in 1970-1971, the second was in 1985-1986, the third was in 2000-2001 and the fourth is the one we are currently experiencing, 2008-2009. To date, the worst of these was the 1970-1971 downturn when revenue for the technology, research and media field dropped by 10% a month for six consecutive months. The downturn was preceded by such rapid revenue growth that we were planning to increase the frequency of Computerworld from weekly to daily, spin out a separate weekly newspaper for people working in the computer industry and open many new sales and editorial offices. When the sharp downturn happened, we had to cancel these expansion plans and downsize our organization to reflect the reduced revenue. The key lesson we learned from this is to expand in an economic up cycle by increasing fixed costs as little as possible and support revenue growth with increases in variable costs that can be more readily reduced when the economic cycle starts its downturn. I don't know how severe the current economic downturn will be, but most economic forecasters say it will last at least into the fourth calendar quarter of 2009.

Q What are the business opportunities created by the current economic crisis and how can IDG take advantage of them?

A The economic downturn causes our customers to feel uncertain about the business opportunities available to them in the near future. They reach out for the most reliable forecasts available and seek advice on how to adjust to these changes. This creates an increased need for the market research and advisory services of IDC.

Our customers also want to discuss with their colleagues the business challenges caused by the recession, but they want to do so without incurring major travel expenses. So, attendance at local meetings goes up sharply while national meeting attendance declines. So there is a clear need to organize more city-by-city events for our customers.

Also, during a recession our customers shift their advertising and marketing priorities from long-term to short-term. Brand and image advertising is seen as a longer-term investment, and it declines rapidly during a recession. In contrast, sales lead generation activities such as white papers, webcasts and events are increased. In many cases the buyer for marketing services shifts from the advertising manager to the sales manager who is empowered to buy as many qualified sales leads as possible.

In addition, our customers want to cut their operating costs so they look to outsource activities that were previously done by their own staff, such as customer magazines, user group meetings, specialized Web sites, awards ceremonies, etc. This creates a good opportunity for IDG's teams in publishing, Web site creation and event management to grow revenue by helping these clients outsource these activities to the experienced and highly skilled personnel at IDG.

Q You recently returned from an around-the-world trip. Are there any differences in the way the recession is affecting the various countries in which IDG operates?

A Yes. The IT market in the U.S. and Western Europe is expected to grow by only 0.1% in 2009. In contrast, China's IT market is expected to grow by 6.5% and India's IT market is expected to grow by 5.7%. The growth rate in emerging markets such as the Middle East and Africa is forecast to be 8%. IT market

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IDG partnerships

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CXO Media. CIO has had tremendous success with its IT Drilldown program, so much so that at times the company does not have the inventory to meet demand. IDG TechNetwork was able to aggregate content into these topics within the TechNetwork to create massive inventory extensions for the program. This program will allows both CXO and the TechNetwork to meet demand and maximize revenue.

Computerworld. Our program, IT Whitepapers, aims to help Computerworld to enhance its lead generation capabilities across the network. The program will run a unique creative unit across the network highlighting assets within the white paper library. This will provide both the TechNetwork and Computerworld tremendous scale with our lead generation capabilities and will help to build the IDG database.

IDG Global Solutions (IGS). With more than 40 million unique visitors across the IDG TechNetwork network there is a great deal of inventory outside of the United States. IGS has done an excellent job of presenting the TechNetwork on global scale and as a result we have been able to monetize our international traffic. This is an area that offers tremendous revenue potential and one that we will continue to push over the upcoming year.

IDG U.K. IDG TechNetwork is in the process of building out its network for IDG U.K., allowing them an additional outlet for their clients. IDG U.K. had three campaigns running on the network in February.

GamePro. IDG TechNetwork is working with the staff to build out its gaming audience. With the GamePro brand name and the IDG TechNetwork scale, we will have some exciting announcements on this in the near future.

IDG TechNetwork

continued from page 1

work and splits revenue with the various sites in the network. The IDG TechNetwork currently comprises approximately 150 non-IDG sites, each of which must meet strict criteria to be admitted.

PATRICK KYLE

*The IDG TechNetwork New York team (from left): IDG TechNetwork VP, Sales **Brian Gleason**; Account Director **Peter Mayer**; Account Executive **Mike Evans**; Account Director **Ted Marron**; Account Director **Scott Harris**; IDG Syndication and Networks CEO **Peter Longo**; Sales Associate **Keith Linden**; Director of Syndication **Josef Robey**; and IDG Syndication and Networks VP **Mike Romoff**. Not pictured: Director, Tech Network Development **Veronica Halbeck**.*

"This is the biggest differentiator between our network and other ad networks in the IT category," Gleason explained. "While most networks do not have any barrier to entry, we are very selective about the sites we bring into our network."

Gleason said his team evaluates three key areas when considering a site for inclusion in the network.

Site selection criteria

- First is journalistic integrity. "The site must adhere to the same high standards that our own sites do so that advertisers can be confident their messages are appearing in alongside editorial fit to be associated with the IDG brand," Gleason said.
- The editorial must fit one of the three audience segments that IDG TechNetwork focuses on: enterprise, tech enthusiast and gaming.
- The site must add value to the network. It must offer inventory in the key areas that we are targeting.

"If a site does not meet these three criteria, then we will turn it away, and this does happen on a regular basis," Gleason said, adding that his team constantly monitors the performance of sites in the network and pulls sites that are not generating enough traffic or the appropriate click-through rate.

A further differentiator between the IDG TechNetwork and competitive sites is TechNetwork's ability to optimize customer campaigns toward certain sites. TechNetwork sites comprise four main types: news, reviews, community and analysis. Its three main audience segments – enterprise, tech enthusiast and gaming – are further broken down into 30 channels.

"So, for example, users typically seek out reviews when they are in the final stages of the purchase process," Gleason explained. "If an advertiser only wants to appear alongside this type of editorial, we are able to accommodate them."

A major thrust of IDG TechNetwork's sales effort is developing partnerships with IDG's business units (primarily in the U.S. for the time being) that allow the business units to expand their inventory and revenue opportunities beyond the core sites. "We can do this with lead generation, audience development as well as run-of-network banners promoting events," Gleason added.

IDG TechNetwork is also working closely with IDG Corporate Sales, which not only represents all of IDG's U.S. media properties, but also the IDG TechNetwork sites. "Through this partnership, we've been able to provide a massive increase in reach to the potential audience Corporate Sales can provide to its customers, Gleason said.

Write to brian_gleason@idgtechnet.com.

Coming up

IDC IT GRC Management Summit
March 25
New York City
www.idc.com

The IDC Software as a Service Summit
March 26
New York City
www.idc.com

SaaScon 2009
(Computerworld's Software-as-a-Service Conference)
March 31-April 1
Santa Clara, Calif.
www.saascon.com

IT Roadmap Conference & Expo
April 2
Chicago
www.networkworld.com

Storage Networking World
A Computerworld event
April 6-9
Orlando
www.snwusa.com

DEMO

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These talks were designed to complement the products launching at DEMO 09 by offering the audience a glimpse into technology's future, Beyond the content presented at DEMO 09, Marshall promised that VentureBeat.com would keep these trend conversations going on its site all year long.

BRIAN SOLIS

*(L-R) DEMO 09 Co-producer Matt Marshall, NWW Events EVP **Neal Silverman** and DEMO Co-producer Chris Shipley on the stage in Palm Desert, Calif.*

Network World's Events group will continue as the sole owner of the DEMO brand, now 19 years old. "We evaluated many strong candidates in our search for Chris Shipley's successor," said **Michael Friedenberg**, CEO and president, CXO Media and Network World, Inc. "The integrity and passion displayed for the emerging technology community by Matt and the entire VentureBeat team was the right fit for this brand. Additionally, VentureBeat gives DEMO a much broader platform to reach our target audience, provide greater exposure to our demonstrators and share and expand DEMO related content."

Opening of this year's DEMO, Shipley said this is a "reset year" for everyone. The weakness of the global economy was reflected in the scaled-down DEMO. Shipley noted that the show is "a little more compact" than a year ago, drawing 500 attendees instead of 700. Shipley and her selection committee invited the 39 companies to show new products in six-minute live stage demonstrations (with no PowerPoint presentations allowed) to an international audience of media, investors, corporate buyers and fellow entrepreneurs. More than 60 companies demonstrated their products a year ago.

Despite the current softening of the marketplace, DEMO 09 was "still a very strong, vibrant event," said **Mike Garity**, VP of marketing and business development at Network World Events and Executive Forums. The show drew 70 members of the global press and had five Platinum sponsors, including Microsoft Corp. and Qualcomm, as well as 14 Gold sponsors. Sponsors do not launch products at DEMO, Garity said. "They get exposure to the attendees, an opportunity to have a booth at the DEMO Pavilion, host social functions and, overall, be positioned as companies dedicated to supporting technology and innovation."

Garity said Network World's Events group continued its "normal" direct marketing attack for DEMO, but also had a strong presence in the social networking media, including Facebook, Twitter, LinkedIn and the DEMO conference blog. "The audience for DEMO is entrenched in social media. While the media may be different, we found messaging in many cases could be the same, just packaged differently when distributed via a blog post or one of the social networks."

To see videos of companies' demonstrations and a those companies chosen as DEMOgods for best presentations, go to http://www.demo.com. The third DEMOChina will be held in Beijing in September; DEMOfall 09 will run from Sept. 21-23 in San Diego, Calif.

Contact Michael Garity at mgarity@nww.com. WU

Go to www.idgcentral.com for a more in-depth DEMO story and additional photos.

DEMO extends reach with video stream, interactive Facebook widget

Using a Facebook Live Feed widget, DEMO 09 attendees could see what the show's global audience was saying in real time.

For the second time DEMO was broadcast live over the Web using former DEMO presenter BitGravity's BG Live Flash-based video stream service. New this year was a social networking spin on the broadcast in which the DEMO 09 audience could interact directly with worldwide viewers of the live stream. DEMO 09 marked the first-ever conference implementation of Facebook's Live Feed technology.

While watching the presentations and panels, viewers around the world could comment and converse through their Facebook status using a widget embedded next to the live video screen. Updates posted on the widget were published in the user's Facebook News Feed and included a link back to the DEMO Live stream, virally growing the DEMO audience. The Facebook widget was also placed on a screen in the ballroom so the DEMO audience could see what the world was saying and comment in real time. As a result of this initiative, more than 230,000 BG Live views were logged, and more than 4,000 status updates were posted through the Live Feed widget.

"We wanted to extend our reach and offer our global community the highest quality live stream and social experience," said **Mike Garity**, VP of marketing and business development at Network World Events and Executive Forums.

Neal Silverman, EVP, Network World Events and Executive Forums, said he felt streaming DEMO live had only positive effects. "What live broadcasting does is expose DEMO to a much greater audience that would not be able to attend," he said. "This provides greater exposure to the demonstrating companies, making the value proposition to launch at DEMO even greater. It also exposes the conference to a new generation of venture capitalists and entrepreneurs who perhaps had not experienced DEMO live and will realize it's an important event to attend."

noteworthy people

New employees

IDG WORLD UPDATE

Fletcher

Owen Fletcher is the **IDG News Service**'s new Beijing correspondent. He was previously a news assistant with Reuters in the same city. He holds a B.A. in international relations from Princeton University and enjoys vegan cooking and German board games ("they're the best-designed"). *owen_fletcher@idg.com*

Also in Beijing, **Ray Wu** has joined **IDC China** as senior market analyst, Storage. Prior to joining IDC, he was a technical consultant with China Hewlett-Packard Co. Ltd.He holds an M.A. in computer science and technology from Tsinghua University. Wu speaks fluent Mandarin and English and in his free time enjoys travel, swimming and badminton. *rwu@idc.com*

IDG WORLD UPDATE

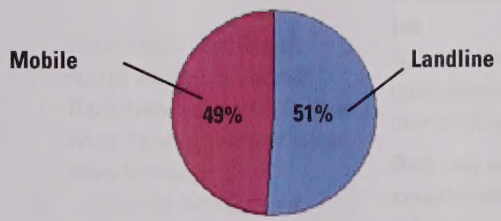
Frieg

GamePro Media has hired **Adrian Frieg** as a senior account coordinator, a title he also held at his previous employer, Ziff David Media. He holds a B.S. business administration with a focus in marketing from the University of California/Berkeley and enjoys video games,

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Question of the Week results for March 9

Which type of phone do you use most at home?



Log on to www.idgcentral.com to vote on this week's question:
What do you think of Facebook's new home page?

IDG Training Blog's latest post focuses on time management strategies

In her latest post**, Laurie Butson**, director, IDG Training & Development, provides links to a variety of podcasts, articles, tips and tricks, and a free newsletter on time management. Check out IDG Central's other employee blogs on Web publishing, mobile issues, online product development and audience development. Post a comment today!

New on IDG Central

Audio: IDC's latest IT forecasts and how the current economy can benefit IDG

"IT Outlook: Post-Crisis Update and Opportunity Reconnaissance," a 30-minute LiveMeeting (audio/slideshow) presentation for IDG employees worldwide, IDC Chief Research Officer **John Gantz** outlines IDC's latest forecasts for the IT industry and how the global economc crisis that began in late 2008 can create opportunities for IDG. The segments are:

1) Economic Implosion: How the economic crisis has affected IDC's forecasting of the IT industry and how it might accelerate the transformations already happening in the industry.

2) ICT Budget Fallout: The latest industry numbers and a look at which regions and sectors have been affected the most.

3) Scanning for Opportunity: Observations about how IDG can help its customers in this environment.

Got to www.idgcentral.com.

One on one

continued from page 3

growth in Brazil and Latin America is expected to be in the 4% to 6% range. Fortunately, IDG participates in all these markets as part of the 94 countries in which we provide products and services. So, we benefit positively from the growth in these emerging markets which helps to counterbalance the absence of growth in the developed countries.

Q What books have you read recently that influence your perspective on the current economic downturn?

A One book is The Black Swan: The Impact of the Highly Improbable by Nassim Nicholas Taleb, which makes the case that economic and financial forecasters don't take into account the occurrence of events that occur infrequently but inevitably. The longer one experiences an economic growth cycle, the more likely such an event is to occur, causing a sharp and unanticipated downturn. The title of the book comes from the belief in Europe that all swans were white until people went to Australia and found there were swans that were black.

Another book is Predictably Irrational: The Hidden Forces that Shape our Decisions by Dan Ariely, which analyzes why people make irrational economic decisions. Some do so to fit into social norms. Others do so because they believe that a higher price always means that a product is better.

A third book is Extraordinary Popular Delusions and the Madness of Crowds by Charles Mackay, which gives the history of economic boom and bust cycles such as the Tulip Bubble in the Netherlands in the 17th century and the South Sea Bubble in France in the 18th century. These and similar economic bubbles are caused by people buying things they know are overpriced because they believe that "there are other people waiting in line behind me to whom I can sell it at an even higher price!" WU

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

18

Don Tennant *Computerworld*
Heidi Broadley *Enterprise Services Group*

17

Bridget Cammarata *IDG Corporate Sales*
Fernando Moran *IDG Spain*

16

Klaus Breu *IDG Germany*

15

Jaikumar Vijayan *Computerworld*
Peter Vermeulen *IDC Nordic/Benelux*

14

Steve Fox *PC World*

3

phraim Schwartz *InfoWorld*

11

Nicole Spitzauer *IDG Germany*

10

James King *IT World Canada*

9

Mattias Malmqvist *IDG Sweden*
Monica Bennett *IDC*
Michele Wescott *Enterprise Services Group*

8

Michelle Maher *IDG News Service*
Kristina Saar *PC World*
Zachary Sullivan *Online Publishing Group*

7

Jane Skullman *IDG Sweden*
Sara Strong *IDC U.K.*

6

Roberto Gutierrez *IDC Brazil*
Ginga Hyodo *IDG Japan*

5

Albert Sacco *CXO Media*
Jessica Borgrudd *IDC Nordic/Sweden*

4

Peace Ning *IDC China*
Brian Nielsen *IDG Denmark*
Seth Fishbein *IDC*
Vaughn Brown *InfoWorld*

3

Dan Andersen *IDG Denmark*
Hillevi Billinger *IDG Sweden*
Godfrey Chua *IDC*

2

Jessica Mandrik *IDG Research Services*
Camilla Wernerson *IDG Sweden*
Samuel Cavalho *IDC Brazil*
Joanna Baranowska *IDG Poland*
Boyd Chastant *IDC*
Kao Yang *IDC*
Timothy Doherty *IDC*

1

Evan Hardie *IDC Canada*
Henrik Apell *IDG Sweden*
Dario Nazemson *IDG Sweden*
Anna Randag *Network World*
Mary Kittredge *Enterprise Services Group*

All business units are invited to send employee anniversary innformation to world_update@idg.com.

Thailand address

IDG's publishing partner in Thailand has moved:

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431/6 Sathorn Place Building,
d Floor
rungthonburi Road
Klongtonsai, Klongsan
Bangkok 10600 Thailand
Tel: +66-2-440-0330
Fax: +66-2-440-0338

Photographers needed

If you enjoy taking photos, join IDG World Update's list of on-call photographers by writing to world_update@idg.com. Also welcome: snapshots of collegues in action at an event or during the normal — or unusual! — office routine for IDG Central's "Photo of the Day."

celebrating 10!

Electronic Engineering and Product World Ad Director ***Ma Yueyue*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a recent 10th anniversary lunch celebration in Beijing.*

Name
Ma Yueyue

Home
Beijing

Joined IDG
July 1, 1998

Career path since joining IDG
July 1998-May 2001, Sales Representative, *Electronic Engineering and Product World (EEPW)* June 2001-present, Director, advertising department, *EEPW*

Most challenging part of my job
To meet the needs of customers who have higher demands than before.

Best way someone could compliment me at work
Tell me I'm intelligent and prompt.

Memorable accomplishment
Receiving a 2005 sales award.

Favorite way to work off stress
Chatting with friends.

Favorite thing on my desk
A starfish given by a friend.

Best piece of advice I've ever received
Be an honest person and a reliable worker.

My dream job as a child
A bus conductor.

If I won the lottery, I would
Travel

Favorite vacation spot
The seaside.

Favorite movie
Braveheart

A perfect day alone
Reading books and listening to music

Manager's profile
"Ma Yueyue joined the company as a college graduate, shy but diligent. Over the years she grew into a confident team player, creative, passionate about her work and ready to take on challenges. As the media competition increased, she did a great job coordinating the sales agents nationwide and led the team to achieve its target. She is popular with colleagues and customers and has achieved remarkable results for our magazine."

-- Mary Chen, publisher, Electronic Engineering and Product World

celebrating 10!

Name
Meredith Whalen

Home
Milford, Mass.

Joined IDC
July 1998, Senior Analyst, Internet Services

Career path since joining
I joined IDC as a Senior Analyst, Internet Services in 1998. Shortly after joining, I also picked up the coverage of ASPs. I spent four years in the Services Research group. In 2002, I moved out of Services Research to head up our U.S. Vertical Research Group. In 2005, my responsibilities were expanded to include the launch of our Manufacturing and Energy Insights units. Today, as Group Vice President and General Manager, I oversee all of our six Insights business units, as well as our U.S. Vertical Markets research group.

Primary responsibilities
I have responsibility for the research, consulting and marketing for IDC's Industry Insights business units as well as IDC's U.S. Vertical Markets research group.

Three things I do in a day's work
Meet with clients; work with sales and prospects to promote our capabilities and offerings; develop and edit research.

Best part of my job
When I provide advice that makes a difference in our client's business.

Job perk
Working with smart and talented analysts.

Latest accomplishment
Working with our Insights analysts to develop a body of research that analyzes the technology impact of the American Recovery and Reinvestment Act.

Career highlight
Early on, it was winning research awards and having vendors use our research in their advertising campaigns. Later on, it was launching the Insights business units.

Why I've been here for 10 years
The high tech industry is constantly evolving. Where there is change there is a need for new advisory services. Over and over again in my career at IDG, I have conceived new product ideas, brought them to market and grown them into successful product lines. IDG not only supports this type of entrepreneurial spirit but also promotes it.

*IDC's **Meredith Whalen** joined IDG Chairman **Pat McGovern** for dinner in honor of her 10 years of service to the company.*

Best compliment I could have at work
When clients tell me they took my advice and implemented it.

One thing I've learned during my time at IDC
Business adoption of new technology always takes longer than expected.

Interests outside the office
Antiquing and reading.

Work accomplishment I'm most proud of
Helping to build the Insights business units.

Fantasy job
American Folk Arts appraiser for Christie's.

Family
My husband Shawn and I have a 2.5-year-old daughter named Paige and another baby on the way!

First job
I made appetizers at a seafood restaurant in Arizona.

What it taught me
To appreciate having more work to do than time. The other way around is a painful way to pass the day.

Manager's profile
"Meredith does a fantastic job managing IDC's Insights and Vertical Markets business units. Her deep understanding of the research business, combined with her ability to quickly assess customer needs across vertical markets, make her a great leader for our practice. She is highly intelligent, creative and thorough in her approach to managing today's changing business climate."

-- Crawford del Prete, executive VP, worldwide research, IDC

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Mike Garity *Network World*
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Megumi Okamoto *IDG Japan*
Howard Sholkin *IDG Communications*
Neal Silverman *Network World*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, E for All, Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://

IDG World Update

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WWW.IDGCENTRAL.COM

IDC Directions' agenda is in sync with current climate

Content, trusted advice boosts attendance and evaluation scores

IDC Executive VP/Worldwide Research ***Crawford Del Prete*** *served as emcee and announced IDC's new Insights Community, http://idc-insights-community.com.*

With the global economy's impact on the IT marketplace foremost in their minds, attendees came to IDC's 44th annual Directions conference looking for insight into what to expect in the coming months and years. Attendance— exclusive of IDC staff — was up 4% over last year in San Jose, Calif. (March 4), and up 9% in Boston (March 17), the latter the highest Boston attendance since 2005.

"We are finding that in these turbulent times our clients need IDC's research insights and advice even more than in a normal economy," said IDC President & CEO **Kirk Campbell**. "The increased attendance at IDC Directions this year was a nice confirmation of IDC's high level of influence in the technology industry."

IDG WORLD UPDATE PHOTOS

Elaina Stergaides *(l), senior research analyst, Software Support Services, talks with an attendee. The one-on-one analyst meeting sessions were heavily booked for both Directions events.*

This year's program, ICT at a Watershed: New Risks, Rules and Opportunities, addressed the evolving IT, telecommunications and consumer technology marketplace and how it is influenced by innovation, rapidly changing user behavior and the global economic slowdown. The target audience included senior executives from IT and telecommunication vendors, financial firms, consulting companies and other businesses.

As at past conferences, attendees could book up

continued on page 4

Germany's GameStar, GamePro celebrate gaming awards

Reader-driven GameStars 2008 awards show attracts gaming executives

Rating games is the daily business of German gaming publications GameStar and GamePro. However, when it comes to finding the best games of the year for the annual GameStars awards, the editors of the publications just sit back and watch. For the seventh time, they let their readers and users decide the best products of the year. In January, the team created a dedicated award Web site for consumers to pick their favorite products in 15 categories, among them Best Action Game and Best Sports Game. The site not only provided quick results, it was also a perfect tool to collect valuable user data, according to GamePro Editor-in-Chief **Markus Schwerdtel**.

GameStar
GamePro
making games

MICHAEL STEINER

IDG Entertainment's "Server Down Show" hosts ***Hendrik Weins*** *(left) and* ***Christoph Klapetek*** *(right) congratulate Christian Beer from Activision Blizzard for receiving the best role playing game award for World of Warcraft: Wrath of the Lich King.*

While the poll was still running, the team organized the awards show. Director Online and New Business **Gunnar Lott** and GameStar's Office Manager **Isa Stamp** scouted for a classy, yet affordable location, which they found in Munich's Alte Kongresshalle. At the same time, invitations were sent to more than 200 key players in Germany's gaming market. "Everyone in the industry was looking forward to

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IDG's AMD custom project wins Best of Web award *page 2*

One on one: IDG Communications CEO Bob Carrigan *page 3*

Cartoon caption winners *page 7*

Celebrating 10: Cui Muli and Lv Yinong *page 8*

Computerworld Hong Kong celebrates silver anniversary

ANNIVERSARY
COMPUTERWORLD

*(From left): CW Hong Kong Editor **Stefan Hammond** talks about the history of Hong Kong's IT industry with Daniel Lai, CIO of the Mass Transit Railway Corp.; Agnes and Stephen Mak, and Charles Mok, who directs the Hong Kong Internet Society.*

When IDG launched Asia Computerworld in 1984 in Singapore the bi-monthly had a story on IBM's recently released PCjr and ran ads from Sperry, Wang and Burroughs. The tabloid had a Hong Kong staff of four and was circulated in 10 Asian nations.

Twenty-five years later, the publication — now Computerworld Hong Kong and an IDG licensee — is the market leader with a circulation of 10,000, remaining viable while most other competitors, including Asia Computer Weekly, have folded. The staff took over the city's Foreign Correspondents Club last month to celebrate its silver anniversary of covering IT in Asia.

COMPUTERWORLD
HONG KONG
ANNIVERSARY
www.cw.com.hk

Attendees numbered more than 100 and included "almost all the top IT people in Hong Kong," said Computerworld Hong Kong Editor **Stefan Hammond**. Also joining the celebration were representatives from the local branches of Hewlett-Packard, IBM, Microsoft, EMC, Cisco and others, as well as members of key public relations firms.

Between the congratulatory speeches, Hammond and Computerworld Editor-in-chief **Chee Sing Chan** narrated a slideshow of images from Hong Kong's technology past. They also moderated a panel discussion with industry leaders on the history of Hong Kong's information and communication technology market over the last 25 years.

A special 25th-anniversary issue looked back at local technology milestones and the publication's role in them, including quotes and anecdotes from past editors and employees, as well as profiles of leading Hong Kong firms such as Cathay Pacific Airways, PCCW/HK Telecom and HSBC bank.

The sole returning employee was former publisher Howard Ma, who was influential in the publication's transfer from IDG to Advanstar (now Questex). Former Computerworld Hong Kong Editor-in-chief **Don Tennant**, now editor-at-large for Computerworld U.S., contributed a column to the anniversary issue.

Questex Senior Sales and Marketing Executive **Donna Hon** and IDC Hong Kong VP/Central Research Group **Kitty Fok** served as primary organizers of the event.

Write to shammond@questexasia.com. To read a history of Computerworld Hong Kong go to http://tinyurl.com/dk9uuk. WU

IDG's AMD custom project wins Min's Best of the Web award

IDG's custom publishing project for AMD, AccelerateResults.com, earned a Min's Best of the Web Award in the B2B Advertiser-Program Partnership category during a ceremony in New York City last week.

ACCELERATE

A dozen IDG business units had a hand in developing AMD's integrated marketing program, the core of which is a an award-winning Web site.

Created last year by a multi-business unit team under the direction of IDG Corporate Sales VP/Business Development **Charles Lee**,the site is the centerpiece of an integrated marketing program designed to help AMD reach its core constituency.

The site, which includes white papers, video, research studies and webcasts from a variety of sources as well as IDG editorial content, "raises the bar in custom publishing," according to minonline.com. "It has earned the hundreds of thousands of unique visitors by treating a promotional site as a real editorial project that users could take just as seriously as its publishers."

Read more about min's description of the site at http://tinyurl.com/http-www-minonline-com-best, or read more about the program in the Aug. 11, 2008 issue of IDG World Update. WU

IDG Sweden thinks outside IT 'box'

No. 1 Across: New, non-traditional IDG Sweden quarterly (three words). Answer: *Korsord för Alla.*

*IDG Sweden Editor **Lina Otterdahl** and the first issue of Korsord för Alla.*

Looking for new revenue niches late last year, IDG Sweden Editorial Chief **Fredrik Agrén** came up with the idea of launching an inexpensive crossword puzzle magazine.

The inaugural Dec. 2008 issue had only 36 pages and a cover price of US$4. Last week the sales report came in, and *Korsord för Alla* has sold nearly 15,000 copies to date at a profit of more than $25,000.

PC för Alla Editor **Lina Otterdahl**, "a notorious crossword puzzle solver," according to Agrén, is the quarterly's editor. Other than a brief welcome column by Otterdahl, the magazine has no editorial content other than general-interest puzzles.

While other Swedish puzzle magazines give readers prizes such as t-shirts and lottery tickets, IDG Sweden is using its IT contacts to give away computers, digital cameras and the like.

IDG Sweden will evaluate *Korsord för Alla* at the of the year. If still successful, it will publish six to eight issues in 2010 and begin to build a subscription database.

Contact fredrik.agren@idg.se. WU

the interview

ne on one

Bob Carrigan
The CEO of IDG Communications is this week's columnist. Reach him at bob_carrigan@idg.com.

> *e need to keep a sharp eye on cost management, but we also need to keep moving toward our web-centric future and stay focused on the needs of our end user and advertiser customers. This is the best way to get through a tough time."*

Q How is the global recession impacting IDG, and what measures are being taken to address the downturn?

A I am sure that I do not have to explain how extraordinary these times are in terms of the global slowdown in business activity. Despite our best efforts around IDG, we are certainly seeing a significant drop in revenue. While it is often difficult to make a general statement about IDG's global business activity, given that we operate in 92 countries, I can tell you that virtually all of our global business units are under tremendous revenue pressure in what is obviously a truly worldwide global recession.

We are taking several measures to deal with the slowdown. We have been in contingency mode since the beginning of the fiscal year. Labor regulations vary from country to country, but we are reducing headcount in most of our business units. In the U.S., where the slowdown has hit first and perhaps most furiously, we have had to take very difficult measures in the form of salary freezes, salary reductions and layoffs. Our goal is to keep as many of our current staff employed as possible.

While these are very difficult times, I can assure you that we are taking every measure to ensure that we are stronger than ever when we come out of this downturn. IDG is better positioned than it has ever been with a significant portion of our revenue coming from digital and performance-oriented solutions, which is what many marketers are seeking these days. We need to keep a sharp eye on cost management, but we also need to keep moving toward our web-centric future and stay focused on the needs of our end user and advertiser customers. This is the best way to get through a tough time.

Q Are there particular examples of interesting or exciting mobile experimentation going on at IDG today that you can point to?

A "Experimentation" is a key word in this question. Indeed, most of the mobile initiatives around IDG (as well as around the industry) are experiments, and some bring better results than others, yet the goal is to find the right models, partners and audience through trial and error.

Mobile sites are operated by our brands around the world – in the U.S., Sweden, Netherlands, Germany, U.K. and others. If originally most of the sites were built using basic WAP technology, now it is time to create more advanced versions for smart phones like iPhone and Blackberry, something that I know PC World (U.S.) is working on, for example.

Last week, Apple previewed its new beta release for iPhone OS 3.0 with an updated software development kit, which includes APIs that we can use to deliver subscription-based content. This is a very exciting development that we should pursue with the goal of driving subscription revenues from our end users, many of whom have iPhones.

Mobile applications are a next step. Business units such as IDG Sweden, PC World (U.S.) and others are looking into development of mobile applications for iPhone, Nokia and Microsoft app stores. InfoWorld has done interesting experimentation with mobile apps using MobileVerbs technology. Their experiments range from the application for BEA that helped the vendor's marketing team to better communicate with their sales force to more simplistic, custom alerts apps. InfoWorld Windows Sentinel app provides mobile monitoring of Windows systems to more than 10,000 users.

Events provide a good venue to experiment with mobile as well. For example, IDG Sweden sends SMS reminders and offers to event participants and uses SMS connections to successfully match employers with potential candidates from the IDG database. In January, Macworld (U.S.) created an iPhone-optimized version of their very popular live coverage of the Macworld Expo keynote address. It was sponsored by Callwave and generated about 100,000 iPhone browser page views. The click-through rate on the ad was 0.4%.

Q I recently read in a description of a presentation you are giving that you stated that IDG has transformed itself from a print and online publisher into a provider of marketing services for its B2B customers. I was wondering if you could elaborate a bit on this. What do you see as the role of editorial content in the IDG of the future?

A IDG delivers a variety of services to marketers, among them lead generation services, custom program development and event management. We are way past the era of simply delivering "standard" media. There is tremendous opportunity in being an integrator of services for our marketing customers, delivering a variety of solutions to help our marketers accomplish their goals. This is a big differentiator for IDG among competitors that offer only one way of doing business.

continued on page 7

IDC

continued from page 1

to three complimentary one-on-one sessions with analysts to discuss specific business needs. Tables set aside for these were constantly busy, said **Joan Jolley**, director, Operations & Custom Events for IDC's U.S. Conference Group. "This was a clear indication of what's happening to the economy and how much people need the help and support we can provide," she said. Guests could also meet with analysts during coffee chats, demos, lunch roundtables and eight tracks of concurrent break-out sessions — one more track than last year and 24 sessions in all.

Close to 130 analysts were on the agenda in Boston and 80 in San Jose, higher numbers than in recent years in order to better meet onsite customer needs. However, overall IDC staff numbers were down from that of recent years; "we made a conscious effort to do less with more" in order to save money, Jolley said. IDC instituted a travel policy asking staff not to fly in unless they had a specific tie to the agenda or a client-based need to attend.

For the second year, IDC used a badge scanning system to track visitors' attendance at break-out sessions in order to send them post-event information relevant to their areas of interest. Last year's registration system was outsourced, but this year IDC worked with IDG's Technical Services Group (TSG) to use their existing database system to print bar codes and badges. TSG Lead Developer **David Cohen** and Manager/Application Technology **Sean McCracken** provided their expertise.

In another collaborative effort, all of IDG's enterprise brands as well as PC World and Macworld signed on as media sponsors, the largest IDG presence in at least five years. For the first time, an IDC marketing employee was assigned to an IDG brand to co-market Directions, which enhanced the cooperative effort and brought in more attendees.

Nicholas Carr, author of *Does IT Matter?* and *The Big Switch: Rewiring the World, from Edison to Google*, gave the closing keynote. Jolley offered to set up onsite interviews with him for IDG editors, and all four slots were taken by Computerworld, InfoWorld, CIO and Network World, with another CIO editor interested in a post-event interview.

The overall rating for Directions San Jose was 3.39 on a 4-point scale, and 98% of those attendees rated the conference excellent or good, an increase of five percentage points over last year. Both ratings are the highest in five years. While the Boston surveys are still being tallied, Jolley said preliminary indications show similar success. This year's event was also notable in that it is still going strong after 44 editions; Gartner Group decided to cancel its Gartner Spring Symposium.

Write to jjolley@idc.com. WU

Directions' general session themes

Four IDC analysts gave presentations at the morning general sessions. **John Gantz**, chief research officer and SVP, opened with a look at broad macroeconomic, demographic and technology trends, assuring attendees that they are in a good industry and they should start planning for the recovery.

Clare Gillan, SVP/Executive and Go-to-Market Services, dubbed 2009 "The Year of the Sales Rep." She noted that customers expect their vendor sales reps to be more respectful of their time, and those reps need to be better prepared, have buyer-centered discussions and influence larger buying teams.

Danielle Levitas, group VP/Consumer, Broadband and Digital Marketplace, gave examples of how enterprises are using social media technologies to drive their business and asked attendees to consider if they can really afford not to delve into that arena.

SVP/Chief Analyst **Frank Gens** talked about what the IT marketplace will look like over the next 20 years, noting that the models, strategies and offerings of the market — especially the explosion in cloud services — are creating new opportunities vendors can act on today.

Executive VP/Worldwide Research **Crawford Del Prete** served as emcee, announced IDC's new Insights Community *(see IDG World Update, March 9, 2009)* and summarized the day with closing remarks.

Directions 09: Boston edition

CONNECTION KIOSK
ANALY
DELL

*Sales Director **Kevin Capalbo** and Customer Service Representative **Denise Cox** talk with IDG Corporate Sales' **Ekapat Chareonlarp**.*

*Group Operations Coordinator **Karen Weston** (l) and Group Operations Manager **Brenda Casey** staff the registration area.*

IDG WORLD UPDATE PHOTOS

ections
Trackers
The Golden Compass

*SVP **Philippe de Marcillac** consults with a visitor.*

Attendance was up over last year at both Directions venues.

GameStars

continued from page 1

this event," said GameStar Editor-in-Chief **Michael Trier**. "We had desperate calls from people trying to get on the guest list." Even if they were not expecting to win, gaming executives headed to Munich. "These awards are a great opportunity to meet fellow gaming executives, make new contacts, discuss our business, and of course, enjoy a nice party," said Ralf Wirsing, general manager of Ubisoft in Germany.

Since Germany is the biggest gaming market in Europe, even international publishers such as Microsoft, Sony, Nintendo, Electronic Arts, Ubisoft and Activision Blizzard recognize the importance of the prestigious GameStars awards. They all sent high ranking executives to attend the show and, they hoped, take home one or more awards.

The editors-in-chief began the evening outlining the strategy of their publications and promoting the corporate services IDG Entertainment provides the gaming industry (see sidebar). Gunnar Lott, director, Online & New Business, hosted the remainder of the show, and as in recent years, the editors of GameStar and GamePro presented the nominees and winners.

Guests appreciated the fact that IDG Entertainment editors were on hand to give out the awards. "They could have easily hired a celebrity to host the show. But they decided to call their editors on the stage. That's authentic, real and one of the reasons why this award is so credible. They're lucky to have the experienced staff to pull that off," said Activision Blizzard's Tim Ende-Styra. After the show, the attendees mingled at the cocktail bar, which was sponsored by IDG Entertainment's longtime partner Fujitsu Siemens.

*GameStar Editor-in-Chief **Michael Trier** (l) and GamePro Editor-in-chief **Markus Schwerdtel** opened the GameStars awards.*

The awards were organized entirely in-house by IDG Entertainment staff, with Stamp overseeing the whole process, from big issues such as catering to miniscule details.

To provide an "Oscar"-like atmosphere, IDG Entertainment's multimedia team put together stylish video presentations depicting the nominees and winners in each category. "Professional videos at an event like this are the perfect showcase for the video services we offer to the gaming industry," Lott said. As it has previously, the team filmed the event to provide the winners and the readers with a documentary about the 2008 GameStars. The video will be five to 10 minutes long and will be posted on the GameStar and GamePro sites and be incorporated into cover-mount DVDs for each magazine.

GamePro Editor-in-chief Markus Schwerdtel contributed this article. Contact him at mschwerdtel@gamepro.de.

Games unit adds revenue with corporate services

GamePro Editor-in-chief **Markus Schwerdtel** noted that IDG Entertainment's ability to provide corporate services to the gaming industry has become an increasingly important part of the business unit's portfolio. While gaming companies previously relied exclusively on ad agencies for these services, "they are glad [illegible] have someone with gaming expertise creating the PR material for their products," he said. These services include producing TV ads for games, trailers for conventions, sales folders for retail use as well as ads and advertorials, which are included in IDG Entertainment magazines and sites.

In addition IDG Entertainment offers market research services as well as a recruiting conference, "Making Games," in which select GameStar and GamePro readers interested in a career in the games industry meet with representatives from German universities and game developer companies. In addition, the business unit teaches employees of Germany's largest electronics retailer how to become GameStar/GamePro-certified experts to improve their selling skills. (See July 14, 2008 and Oct. 20, 2008 issues of IDG World Update for details.)

[illegible]r details contact **Gunnar [illegible]ott,** director, Online & New Business, at glott@gamestar.de.

Coming up

SaaScon 2009
(Computerworld's Software-as-a-Service Conference)
March 31-April 1
Santa Clara, Calif.
www.saascon.com

IT Roadmap Conference & Expo
A Network World event
April 2
Chicago
www.networkworld.com

Storage Networking World
A Computerworld event
April 6-9
Orlando
www.snwusa.com

Government Conference 2009
An IDC France event
April 7
Paris
www.idc.com

Security Conference 2009
An IDC Italy event
April 7-8
Milan
www.idc.com

SaaS World 2009
An IDG Japan event
April 8
Kita-ku, Osaka

Central and Eastern European IT Security, Storage and Business Continuity Conference 2009
An IDC CEMA event
April 8
Bratislava, Slovak Republic
www.idc.com

CIO Perspectives Forum
Local Connections on Global Issues
A CXO Media event
April 22
New York City
www.cio.com

The CIO Leadership Event
Revitalizing Business with Strategic IT
A CXO Media event
May 3-5
Ponte Vedre Beach, Fla.
www.cio.com

IT Roadmap
A Network World Event
May 6
Boston
www.networkworld.com.

U.S. Media Management Institute
An IDG Corporate Training Program for middle and senior level functional managers
May 19-21
Boston
Contact: laurie_butson@idg.com

noteworthy people

New employees

IDG WORLD UPDATE

Schneider

Previously a sales planner with Newsweek, **Chrissy Schneider** joins **PC World** as a sales associate. She holds a B.A. in communications and journalism from St John Fisher College in Rochester, N.Y., and enjoys travel, photography and live music. *christen_schneider@pcworld.com.*

Hammer

Jay Hammer is the **CIO Executive Council**'s new development manager for the Southwest region. He was previously senior client development manager for the IT Division of Q&A Recruiting. A self-described "computer geek," he holds MCSE, MCP and CCNA certifications. He enjoys cooking, working out, Ashtanga yoga, golf, beach volleyball and horseback riding. ("I used to rodeo in high school; not too shabby for a guy from Long Island," he said.) He recently quit smoking. "I've been kicking myself for how little effort it really took to succeed and wondering why I hadn't done so sooner." *jhammer@cio.com*

IDG WORLD UPDATE

Shepp

CXO Media has hired **Meghan Shepp** as online sales associate for CIO and CSO. She was most recently advertising sales assistant at Wenner Media's Men's Journal and Us Weekly Magazine. A graduate of the University of California/Santa Cruz, she holds a B.A. in film and digital media. Her interests include film, music, her new puppy and eating. "I also received my bartending certificate, and my friends think I make a mean Lemondrop cocktail," she said. *mshepp@cxo.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDG Central's Mobile Alert blog

There are two new entries by **IDG Global Solutions** International Sales Director **Christina Briscoe**. The first discusses a U.K.-based market research company's "U.K. Mobile Market Map," which offers 360-degree view of the mobile marketing industry in the U.K., covering essential facts, figures, players and trends, with details on eight mobile marketing tools.

The second looks at the inital steps that IDG U.K. and IDG Germany are making in mobile advertising. Both have recently partnered with YOC, one of the largest mobile technology providers in Europe. Briscoe calls YOC's plans for the U.K.'s PC Advisor and Macworld "very impressive," with a goal of 1 million mobile impressions for 2009 alone.

To read more, visit www.idgcentral.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24

Terry Lee *IDG Australia*

22

Rick Villars *IDC*

20

Kirsten Højrup *IDG Denmark*
Judy Bonasoro *IDC*

19

Ellen Messmer *Network World*

17

Robert White *IDC U.K.*
Maggie Murphy *IDG*
Michael Cooney *Network World*

16

Lisa Golden *IDG List Services*

14

Jacki McDonald *IDC*
Mike Weigand *GamePro Media*

12

Kevin Krull *IDG*

11

Jamie Kalbach *Computerworld*
Jane Jordan *IDG*
Karen Cash *IDC*
Denise Dubie *Network World*

10

Vernon Turner *IDC*

9

Vanessa Teal *IDC U.K.*
Lisa Blackwelder *InfoWorld*
Lisa Stabile *IDG*
Suzanne Woodruff *IDC*
Ryan Francis *Network World*
Tuan Luong *PC World*

8

Wanda Zolcinska-Gajlewicz *IDG Poland*
Alexis Barrera *PC World*

7

Emilie Ingram *IDC*
Timothy Moynihan *PC World*

6

Keith Elshout *IDC U.K.*
Jimmy Svensson *IDG Sweden*
Satoshi Fukutomi *IDC Japan*

5

Shawn McCarthy *IDC*
Amber Chin *IDC China*

4

Joseph Nguyen *CXO Media*
Peter Babb *InfoWorld*
Roberta Braga *IDG*
Joanna Skura *IDG Poland*

3

Markus Högberg *IDG Sweden*
Henric Jogin *IDG Sweden*
Célia Sarauza *IDC Brazil*
Mariola Rauzer *IDG Poland*
Petr Jirovsky *IDC*
William Peterson *IDC*
Darren Bibby *IDC Canada*

2

Carina Löbel *IDC Chile*

1

Lucie Jichova *IDC U.K.*
Laura Biringer *CXO Media*
Michael Dorrell *CXO Media*
Austin Matthews *CXO Media*
Kathleen DiGiovanni *IDG List Services*
Clark Pollock *IDG*
James Hutchinson *IDG Australia*
Trevor Clarke *IDG Australia*
Tsuneo Tosaka *IDC Japan*
Daniel Frey *IDG Switzerland*
Daniel Rocha *Now!Digital Business*
Denise Dye *IDG U.K.*
Miriam Talamini *IDC*
Sabrina Schmidt *IDG Germany*
Marc Chin *IDC Singapore*
Simon Piff *IDC Singapore*
McKinley Noble *GamePro Media*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

One on one

[illegible]tinued from page 3

Q What trends are you seeing in the event space these days? In particular, how are events at the individual business unit level holding up? Do you see virtual events becoming a popular alternative to face-to-face gatherings? And should all business units be investing in these online events?

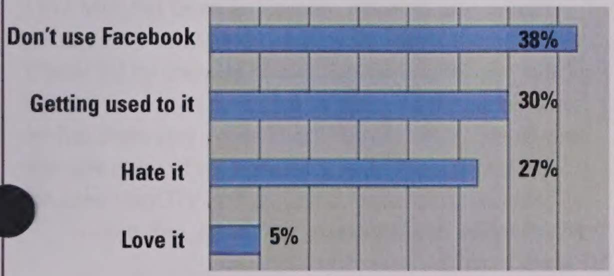
A One of the key trends in events across the board, from consumer events to technology shows, is using new ways to reach and interact with exhibitors, attendees, media and even fans of the event through emerging communication channels. People are now getting their information through a myriad of outlets; as a result, events are seeking to find new and diverse means by which to distribute information, encourage participation and broaden the community of stakeholders. These new communication methods are based on the latest technological advancements, which in turn are fostered at many technology shows like those run by IDG. While events generally, like other business sectors, face the serious challenges that come with a difficult economy and consequent declines in spending, we continue to see solid results from IDG events.

I wouldn't say that virtual events are an alternative to face-[illegible]face events but rather an addition to them. There will always be a need for physical events, which allow attendees hands-on access to new products and the ability to meet key customers face to face. That said, virtual events have real value in terms of reaching broad audiences efficiently and cost effectively. These virtual events are a burgeoning marketing tool that can extend existing events and brands without requiring travel or time away from the office.

Suggestions for columnists for this feature, as well as questions for Bob Carrigan and IDG Chairman ***Pat McGovern****, can be sent to world_update@idg.com. Questions will be passed along anonymously.* WU

Question of the Week results for March 16

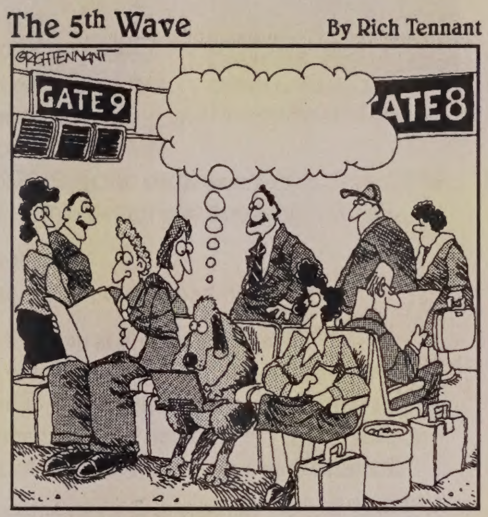
What do you think of Facebook's new home page?



Log on to www.idgcentral.com to vote on this week's question:
Do you file your tax retuns electronically or via paper forms?

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Sandy Weill** will have her choice of an official "Off Line" T-shirt or a copy of Rich Tennant's most book of cartoons, *Downloaded*. The honorable mention winners below will receive IDG World Update pens.



"It's only one carry-on, people, no need to stare."
Sandy Weill *Computerworld*

Honorable mentions

"Why is it that people have to peek every time I enter my password to see if I am dumb enough to use my master's name?"
Rich Green *IDG List Services*

"Heck! While nobody on the Internet knows I'm a dog, here everybody keeps staring at me for using the airport hot spot!"
Martin Seiler *IDG Germany*

"Can you believe it? The excuse that Harry made for missing the flight was that the dog ate his ID!"
Merle Sandler *IDC*

"Jeez, they've all seen a dog lap up. Is it such a shock to see one work on a lap top?"
Jerry Weltsch IDC

Rich Tennant's original caption

"Jeez, you'd think these people never saw a laptop before!"

IDG: Ten years ago this month

The Industry Standard takes to its Pacific Avenue, San Francisco roof for a series of wildly popular networking parties for the dot-com community.

PC World and Office Depot sign an exclusive, one-year agreement for the international office supply chain to excerpt the magazine's editorial and monthly Top 100 product reviews for point-of-purchase displays and a variety of in-store signage.

IDG becomes first IT publisher to sign licensing agreement in Iran for **PC World Iran**.

celebrating 10!

Name
Cui Muli

Home
Beijing

Joined IDG
September 1998

*China Digital TV's **Cui Muli** and IDG Chairman **Pat McGovern**.*

Career path since joining IDG
Sept. 1998-Dec. 2003, Market and Channel Section, China Computerworld; Jan. 2004-March 2008, Consumer Electronic World; April 2008 to present, editorial director of China Digital TV.

What's kept you at IDG for 10 years?
I feel very attached to the CCW Group.

Most memorable work moment
When we celebrated the 20th anniversary of China Computerworld.

Best way someone could compliment you on your work?
Say that I am full of creativity.

Favorite way to work off stress
Online gaming.

Interests outside the office
Playing badminton.

Family
My wife Wang Caiyun and my seven-year-old daughter Cui Yiran.

Favorite movie
Bridge, a movie from the ormer Yugoslavia.

Favorite sports
Badminton and soccer.

Favorite vacation spot
Hawaii

Retirement dreams
Traveling around the world.

Manager's profile
"Cui Muli has been an earnest, devoted and logical person with strong execution skills. After joining China Digital TV, he showed strong learning ability and quickly became an expert in digital TV field. At the same time, he has been very active in online publishing. He studied the operation of new media and developed and constructed VeryDTV and achieved remarkable success."

-- Bao Ran, publisher, president, and editor-in-chief, China Digital TV

Name
Lv Yinong

Home
Beijing

Joined IDG
Feb. 1, 1998

*EEPW's **Lv Yinong** and IDG Chairman **Pat McGovern**.*

Career path
Feb. 1998-Jan. 1999, circulation department, Electronic Engineering and Product World (EEPW);
Feb. 1999, Director, circulation department, EEPW and Electronic Design and Application World.

Current title
Director, distribution department, EEPW.

What's kept you at IDG for 10 years?
At the very beginning, everything was new to me, and I felt that there was so much to learn. I established the new database of readers for our magazine, and advertisers were very satisfied.

Most challenging part of your job
How to find more reader data via new channels.

Of what accomplishment at work are you most proud?
Our ad clients said they were glad that their target customers read our magazine. In June 2004, I successfully organized a seminar on auto electronic technology in Beijing.

Favorite way to work off stress
Yoga

Best piece of advice you've ever received
Be kind and easygoing, but brave enough to say no.

Interests outside the office
Fitness, yoga, traveling and cooking.

Family
My husband Wang Huiping.

Retirement dreams?
Learning Buddhism, cooking and traveling.

Manager's profile
"Lv Yinong is an outstanding director of circulation. In the past 10 years, she has been very active, conscientious and loyal. Besides accomplishing her daily work, she established a huge database that could not only meet the needs of circulation but also support other businesses of our magazine."

-- Mary Chen, publisher, Electronic Engineering and Product World

and finally...

The editors of *IDG World Update* would like to thank the people who assisted with this issue:

Fredrik Agrén *IDG Sweden*
Bob Carrigan *IDG Communications*
Stefan Hammond *CW Hong Kong*
Joan Jolley *IDC*
Karen Ren *IDG China*
Markus Schwerdtel *IDG Germany*
Howard Sholkin *IDG Communications*

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International Data Group is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, E for All, Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More at http://www.idg.com.

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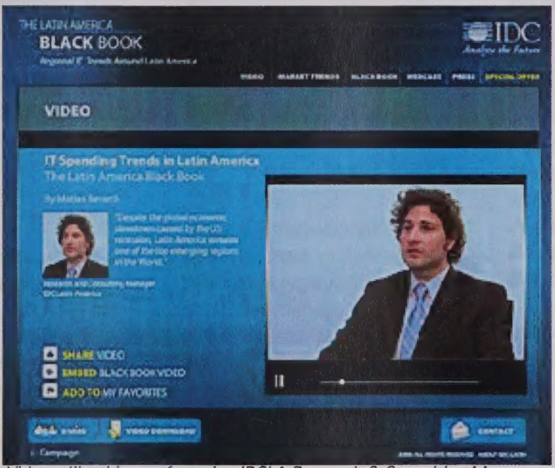
WWW.IDGCENTRAL.COM

IDC Latin America marketing keyed to online initiatives

Efforts include webinars, syndication programs and social networking

> *"When we have a webinar [for journalists], the media mentions increase more than 100% compared with just a press release strategy or an on-site press conference."*
>
> *-- Luciana Sario, marketing manager, IDC Latin America*

Operating with a tight marketing budget, IDC Latin America (IDCLA) Marketing Manager **Luciana Sario** has focused on a multifaceted online marketing effort to promote several of her business unit's key programs. The results have been positive, with traffic, leads and general visibility of IDCLA program increasing, thanks to campaigns that include elements such as webinars, a syndication program, social networking and e-mail marketing.



Videos, like this one featuring IDCLA Research & Consulting Manager ***Matias Berardi****, have proven to be an effective marketing tool. They can can be shared, embedded in blogs or added to a visitor's favorites.*

A microsite, based on IDC's Go-to-Market Services product iView, is the heart of all IDCLA multimedia marketing campaigns, delivering webinars featuring IDC analysts, videos, IT graphics and product descriptions. Recently, for the Black Book and Telecom Services products, the sites attracted more than 3,000 visitors over a three-month period, with more than 6,000 page views. (To see and hear the English-language content, go to www.idclatin.com/blackbook and www.idclatin.com/telecomservices.)

The IDC Latin America Prediction 09 campaign, conducted in January, included two webinars for vendors (one in Spanish, by Vice President, Research, Latin America **Ricardo Villate**, and one in English with SVP/Worldwide Tracker Research & Latin America Region **Eric Prothero**), and Villate led another for

continued on page 4

New campaign aims to drive traffic to Knowledge Hub

"Engagement Matters" theme in ads, e-newsletter and Ad Age microsite

IDG Communications' sales and marketing team this month launched an aggressive marketing campaign to drive traffic to its year-old IDG Knowledge Hub (http://www.idgknowledgehub.com), the online resource where tech marketers and agency pros can learn about IDG brands and keep up with trends in the technology media, marketing and advertising industries.

During the week of March 23, any visitor to btobonline.com saw an ad promoting Knowledge Hub before reaching the site's home page. Banner and skyscraper ads are running throughout the BtoB site and an IDG ad appears in BtoB's Daily News Alerts for eight weeks continuing through April. As part of the marketing blitz, IDG will be the sole tech sponsor of BtoB's new, weekly Inside Tech Marketing e-newsletter beginning in April.

IDG TECHNETWORK
IDGTN
GAMING & ENTERTAINMENT
IDGTN
ENTERPRISE
IDGTN
TECH ENTHUSIAST
"We chose a media company that is the global leader for technology news and information."

The IDG Tech Network, an online media and advertising network, will have a two-page spread in Ad Age's special issue on ad networks on April 20.

The BtoB program is complemented by an IDG microsite in Ad Age (http://brandedcontent.adage.com/mic/techmarketing) that has been running for nearly a year, which also features ads similar to the ones in btobonline.

The IDG Tech Network, an online media and advertising network, will have a two-page spread in Ad Age's special issue on ad networks

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Inside this issue

IDG consolidates U.S. enterprise groups *page 2*

CW, CIO, Macworld win Neal awards *page 2*

Post your photo, skills info in the online IDG Directory *page 2*

An editor's guide to making the most of Twitter *page 3*

Danish writer wins IT association award *page 7*

Celebrating 10! CEOCIO China's Chen Jinfang and IDC's Stephen Minton *pages 7,8*

in brief

Friedenberg to lead consolidated U.S. enterprise business unit

In a move to maximize IDG's collective enterprise market strength, IDG Communications CEO **Bob Carrigan** announced on March 23 that the company's U.S. enterprise brands will now be housed within one organization.

CXO Media/Network World President & CEO **Mike Friedenberg** leads the new business unit, which now includes, in addition to the existing CXO Media/NWW brands, Computerworld, InfoWorld, IT World and The Industry Standard. CW/IW President & CEO **Matt Sweeney** will be working on the transition and helping Carrigan with several new media projects before moving to an external position.

"This reorganization allows IDG to go to market more effectively while preserving our strong brands," Carrigan said. He emphasized that the combined group will continue to maintain distinct brands, sales and editorial while benefiting from shared services and best practices.

"Mike has done remarkable work at CXO Media in recent years, making the changes necessary to turn that business unit around [Friedenberg won the Chairman's Cup for overall management excellence for FY07] and more recently in overseeing the CXO Media/Network World merger," Carrigan said.

"We are working through unprecedented times right now. But being able to build on the excellent efforts of Matt Sweeney and work with the exceptional team at CW/IFW, I am personally very excited about the new possibilities this organizational structure will provide to our customers," said Friedenberg. "There is an added strength in bringing the organizations together to create an even more robust exchange of ideas and best practices as we move forward."

While IDG subsidiaries in other countries have all their brands within one organization, senior enterprise managers who spoke to their teams last week noted that the U.S. market is large enough to accommodate separate enterprise, prosumer and games groups, which is how IDG will now be structured. PC World/Mac Publishing President & CEO **Mike Kisseberth** and GamePro Media Executive Vice President & General Manager **Marci Yamaguchi Hughes** will manage the latter groups, respectively.

Post your photo, skills, interests on IDG Central's IDG Directory

New features have just been added to the IDG Directory on IDG Central (www.idgcentral.com). Go to the IDG Directory under the Employee Resources tab and search for your name. Click on it, and you'll get linked to a new page where you can post your photo and include info on your job responsibilities, IDG jobs you've held, software/technologies you work with, skills to share, projects and hobbies/interests. For a sample, search for IDG IPS Systems Manager **Patrick Kenney**.

Employees mentioned in IDG World Update stories are beginning to be linked to the directory profiles. For example, **Bob Carrigan**'s profile includes links to his Q&A columns and IDG World Update mentions.

If your name is not in the directory, send your name, title and business unit to victoria_shoemaker@idg.com. Send other questions to idgcentral@idg.com.

IDG brands win five Neal awards for editorial excellence

HOWARD SHOLKIN

From left: CSO Editor-in-chief ***Derek Slater****, IDG Corporate Sales SVP Sales & Marketing* ***Matt Yorke****, IDG Communications CEO* ***Bob Carrigan****, Computerworld Senior Editor-at-large* ***Don Tennant****, Computerworld Director of Blogs* ***Joyce Carpenter****, CXO Media Assistant Managing Editor/Online* ***Diann Daniel****, CIO Staff Writer* ***Al Sacco*** *and PC World Managing Editor* ***Kimberly Brinson.***

Computerworld and CSO each won two awards and Macworld one at American Business Media's Jesse H. Neal National Business Journalism Awards ceremony in New York on March 19.

For online editorial excellence, Computerworld won for Best Article or Series for sites in the more than 400,000 unique visitors per month division and CSO took first place in the same category for sites with fewer than 100,000 unique visitors.

Computerworld was recognized for "100 Best Places to Work in IT in 2008." CSO won an award for its "CSO Disclosure Series," a report on how states have different laws requiring companies to notify customers in the event of a data breach.

Computerworld won The Best Blog award in its category for "Apple Ink", which features commentaries on Apple products and applications.

CSO earned a Best Single Issue award for its February 2008 edition.

Macworld magazine earned Neal recognition in Best How-to Article or Subject-Related Series of How-to Articles for "Empty Your Inbox," tips on how to organize and manage e-mail.

"Editorial quality remains important whether online or in print," said IDG Communications CEO **Bob Carrigan**. "The Neal awards underscore how IDG is maintaining its reputation for superior content regardless of the media."

Since 1971, IDG has won more Neal awards – 60 — than any other technology media company, including five Grand Neals, the top editorial honor presented to one publication across all categories and circulation sizes.

Write to IDG Communications Director, Communications & Marketing Programs ***Howard Sholkin*** *at howard_sholkin@idg.com.*

Macworld VP/Editorial Director ***Jason Snell*** *has put Twitter (http://twitter.com) to good use in the last year or so.*

Most recently, Macworld used the microblogging site to cover an Apple media event live, and when the new iPod Shuffle was announced earlier this month, Snell asked his Twitter followers for questions. More than 50 poured in within 15 minutes, and the editorial team used those for the briefing and to generate [illegible] "frequently asked questions" story afterward — with credit to Twitter users, of course. Here are a few of his Twitter tips. Reach him at http://twitter.com/jsnell or contact him at jsnell@macworld.

> "Breaking news will get spread around and motivate others to follow you. Links will also get spread around, generating traffic as well as goodwill toward the site that broke the news."

An editor's guide to making the most of Twitter

Don't automate it.
You can't automate your site's Twitter account to just spew out article links like some RSS feed. Well, you can — but don't. (If you must, set up a separate Twitter feed for your articles.) Your site's primary Twitter feed ought to be hand-fed, with the very best articles that are the most likely to be clicked, retweeted, blogged about, Dugg, etc. If you publish a flood of links, people won't click. Publish the very best. This is a good rule of thumb for promoting articles anywhere — Digg, Facebook, you name it. Only pick the ones you think really are worth trumpeting. And don't forget to use a URL-shortening service (tinyurl.com, is.gd, xrl.us) for your links.

Be conversational.
Your site's Twitter account should talk like a person. Even if it's a collective "person" representing the brand. Think of it as a character — a walking, talking representation of your entire site. If you feel like it, take it to the limit: Use the first person ("My editors just wrote this cool story") or invent a personality. Or just use "we" and "our" — "Our editors have the latest on so-and-so." But be chatty.

Follow people who are relevant.
From your brand's Twitter account, follow everyone on your staff who uses Twitter. Follow colleagues within IDG. Follow other IDG brands. Follow relevant brands and journalists and pundits in your market who compete with you. It's polite to follow people.

Make sure your editors and writers are on Twitter, and refer to them.
Editors on Twitter tweet different things from brands. It's okay for them to talk about making waffles or going out for drinks, as well as what they're working on. Not everyone will get into it, but many of them will — and even the most personal stuff that leaks on to Twitter can help make stronger personal connections with colleagues and audience members alike.

Once your editors are on Twitter, they'll be able to mention what they're working on — and reference the brand via Twitterspeak. For example: "Just wrote a cool story for @macworld about the iPod Shuffle." That will drive followers to your brand's Twitter account.

Likewise, your brand's account can drive followers to your editors and writers, which generates a healthy Twitter ecosystem. Be sure to refer to your writers by Twitter name when you tweet about their work. As in: "Our own @dmoren takes on the buttonless iPod Shuffle, and why it's a terrible design decision: http://xrl.us/bei7xo".

Answer your replies; search for your name.
People will reply to your brand's account as if it were a person. You should reply when relevant. It will give your account more personality and make those people feel engaged directly with the brand. Sample exchange: "@macworld Hi. Do you know when Apple will enable SMS message forwarding on the iPhone? Thanks." "@janevans35 Apple's not saying, but we hope it's with the next major software release!"

You may miss references to yourself if you just look at your brand account's reply stream. Use search.twitter.com to search for your brand (ex: "@macworld" or "macworld"), and see what people are saying. It can be educational, and sometimes you can solve problems for people who didn't even know they were being watched.

Consider creating sub-accounts for sections of your site or audience.
Starting a new section of your site devoted only to fans of the banjo? It might be worth starting a new @my_brand_banjo account, then tweeting about it from your brand's main account. Example: "Banjo lovers rejoice! Welcome our new friend, @macworld-banjo to the party!"

Use Twitter to ask your audience questions — and get good answers.
Twitter is a great way to get questions. About to get a briefing from a vendor for a hot product? Ask your audience what they'd want to ask. Trying to figure out what sort of stories to assign on a certain topic? Ask your followers what they want to read. It can be instructive and productive.

Mention Twitter in your editorial content.
Writer bios should mention that they can be followed on Twitter. When you use Twitter to solicit feedback that drives an editorial story, mention it — and mention the Twitter account the audience can follow to be involved next time. In some cases embedding Twitter content on your Web pages can be great, too.

Use Twitter for breaking news.
Twitter is fantastic for breaking news. When you first get word of a story, post it to Twitter. Then update it when you know more or you've posted your story on

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IDCLA marketing

continued from page 1

journalists in Spanish). Collectively the 2009 webinars drew 545 registrants and an average participation rate of 47%. The 50-minute webinar includes a 20-minute Q&A session, giving analysts a valuable opportunity to interact with the audience. During the registration process, in each of the three years of the Predictions webinar offering, attendees are asked to share their top two challenges for the coming year. This year participants gave more than 1,000 answers, which IDCLA is analyzing for a variety of research functions.

The Predictions site (www.idclatin.com/campaign/predictions) is available year-round, and in FY08 visitors registered for more than 1,000 downloads of the Predictions audio replay. According to Sario, the registration page has significantly increased the number of contacts in the IDCLA database over the last three years.

Journalist webinars

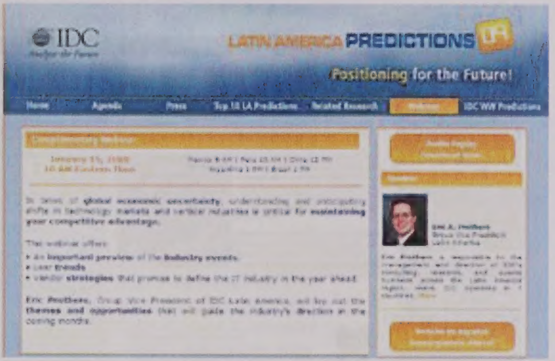
IDCLA organizes at least three webinars annually for journalists, including ones for the Black Book and Telecom Services campaigns. They reach journalists in Argentina, Chile, Venezuela, Colombia, Mexico, Peru and Brazil — all countries where IDC has subsidiaries — as well as other countries where IDC doesn't have a presence. "This has been a great way to generate a large number of media mentions," Sario said. "When we have a webinar, the media mentions increase more than 100% compared with just a press release strategy or an on-site press conference."

Sario said journalists were generally unfamiliar with the webinar concept initially, but the quality of the journalists and their participation rate has grown, from 26 registrants and 16 attendees at IDCLA's first webinar for them to 150 registrants and 62 attendees at the most recent.

Luciana Sario's *team has been doing its own search engine marketing.*

IDCLA's banner program builds IDC brand awareness, communicates news initiatives from the region and promotes upcoming products. Banner ads appear on the home pages of each local IDC Web site throughout Latin America and now generate more than 8,000 clicks per year.

Ads also appear on IT and telecom-related online media Web sites and blogs and business Web sites in the region, representing just one segment of IDCLA's syndication progam. IDCLA has allied with influential partners including BNAmericas, America Economia, Canal ar, Netxt IT and Bloogers. IDC gets the ads at no cost in exchange for giving their partners IDCLA content such as trends videos featuring IDC analysts, research charts, audio replays and Predictions reports on their sites and in their newsletters. All have served to increase visibility and drive traffic to the IDCLA site, where leads are captured. Sario estimates that 10% to 30% of traffic for Predictions, Black Book and Telecom Services come from those partnership sites.



Audio replays, like this one for Predictions 09 featuring SVP/Worldwide Tracker Research & Latin America Region ***Eric Prothero****, are one of the elements of IDC Latin America's syndication program.*

Social media

IDCLA has begun implementing social media in its marketing, promoting the Black Book product on LinkedIn and Facebook and including "add to del.i.cious" and "forward to a colleague" options. The video webcast of the campaign has the option for viewers to blog the video and embed it on their sites; about 10% of traffic to date has come from this tactic, and the video has surfaced on many prominent blogs that cover IT in the region.

E-mail marketing is another key component at IDCLA. Sario's team developed 12 e-mail campaigns in FY08, which drive leads by pointing to a registration area, using IDC content as a call-to-action. Sario said they attained a high conversion rate — more than 50% — using hard offers (a report, a white paper, etc.), reaching 6,450 downloads and 424 leads.

Given a limited budget, Sario's team does its own search engine marketing, using both paid search and organic search tactics. The staff developed a Google Ad Words strategy for the Telecom Services iCampaign, for example, which drove 27% of the traffic to the Telecom microsite. Attention to keyword research and content optimization has shown increasingly positive results: the first link to appear after a "Latin America predictions" search in Google is the Latin America Predictions 09 Web site.

Write to lsario@idc.com.

IDC Latin America's marketing team

The other IDC employees working with IDC Latin America Marketing Manager **Luciana Sario** on regional marketing programs are **Gisella Akamine**, marketing executive, IDC Brazil; **Maria Emilia Brunori**, marketing associate, IDC Argentina; and **Lucila Melfi**, intern, IDC Latin America in Miami. **Dulce Enriquez**, public relations manager, IDC Mexico, is part of the conference group but assists with marketing issues in Mexico.

Knowledge Hub

continued from page 1

and exchanges on April 20. One page is advertorial, which will also be available at adage.com for a year, and the other is a standard ad.

"In our second year of marketing the Knowledge Hub, 'Engagement Matters' continues to be our theme," said **Teresina Cardamone**, IDG Communications digital marketing manager. "We're focusing on getting a higher level of engagement with our clients and prospects." The ad campaign, featured in the Knowledge Hub as well as BtoB and Ad Age, is designed to highlight the combined strength of IDG media brands and marketing services such as IDG Connect and IDG Market Fusion capabilities.

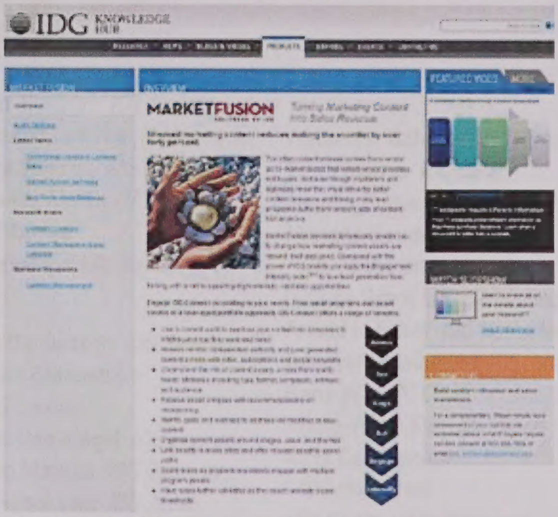
"Performance-based marketing programs are a necessity in a struggling economy," said **Matt Yorke**, senior vice president, Corporate Sales and Marketing, IDG Communications. "We have the buyer research, audiences, and lead generation programs that tech marketers rely on to find quality prospects."

> "We have the buyer research, audiences, and lead generation programs that tech marketers rely on to find quality prospects."
> -- Matt Yorke, senior vice president, Corporate Sales and Marketing, IDG Communications.

Advice for tech marketers and agenices

IDG Knowledge Hub presents marketing information and advice from IDG's media properties, IDC's Executive Advisory Group and third-party sources, all designed to provide insight for tech marketers and agencies that serve them.

"We seek content from throughout the company," Cardamone said. IDG Communications marketing has produced more than a dozen videos for Knowledge Hub featuring IDG Market Fusion services including a customer story with Novell, IDG Research Services, and interviews with marketers recorded by BtoB.



IDG Knowledge Hub serves as a central location for marketers to learn about a variety of IDG initiatives such as IDG Market Fusion, a lead generation program that combines behavioral tracking, targeted profiles and a pre-defined content strategy to deliver highly qualified prospects for clients.

"IDG has been the dominant tech media company in online marketing to its clients and prospects during the past year," Yorke explained. "While our competitors are quiet we can take advantage of that to promote what makes us the best marketing partner."

Tech marketers can also register in the Knowledge Hub for the monthly Engagement Matters e-newsletter, which highlights IDG and IDC marketing and research content of interest to marketers and agency pros. The newsletter currently has approximately 4,000 subscribers, 25% of whom registered for it through the Knowledge Hub.

According to Cardamone, Knowledge Hub promotions over the last year have been "extremely successful." The site has collected 55,000 page views and 11,500 unique visitors. "More than a third of the visitors have returned regularly," she said. The Knowledge Hub also sees traffic from links to other IDG sites, with the IDG Tech Network, IDG Research Services and PC World leading the online referrals.

Go to www.idgknowledghub.com or write to teresina_cardamone@idg.com.

Coming up

Storage Networking World
A Computerworld event
April 6-9
Orlando
www.snwusa.com

Government Conference 2009
April 7
Paris
www.idc.com

Security Conference 2009
April 7-8
Milan
www.idc.com

Central and Eastern European IT Security, Storage and Business Continuity Conference 2009
An IDC CEMA event
April 8
Bratislava, Slovak Republic
www.idc.com

CIO Perspectives Forum
Local Connections on Global Issues
A CXO Media event
April 22
New York City
www.cio.com

The CIO Leadership Event
Revitalizing Business with Strategic IT
May 3-5
Ponte Vedre Beach, Fla.
www.cio.com

IT Roadmap
May 6
Boston
www.networkworld.com.

U.S. Media Management Institute
An IDG Corporate Training Program
May 19-21
Boston
Contact: laurie_butson@idg.com

noteworthy

Transfers

Levine

IDG WORLD UPDATE

Previously Western regional sales manager with GamePro Media, **Matt Levine** is now account director for **IDG TechNetwork** in San Francisco. A graduate of the University of California/ Santa Cruz, he holds a B.A. in sociology. In his free time he enjoys surfing, golf and spending time with young daughter Naia. *matt_levine@*

New IDC addresses

IDC Taiwan
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Zhongxiao E. Road
Xinyi District,Taipei City 11071
Taiwan
Tel: +886-2-8780-6818
Fax: +886-2-8780-6815

IDC Greece
Athens Tower, Building B
2-4 Mesogeion Avenue
115 27, Athens
Greece
Tel: +30-210-74-73-674
Fax: +30-210-74-73-675

IDC Mexico
Torre Esmeralda III
Manuel Avila Camacho 32,
piso 11
Col. Lomas de Chapultepec
Mexico, D.F., 11000
Mexico
Tel. +52-55-5010-1400
Fax. +52-55-5010-1418

World Update PDF survey is under way

Thanks to everyone who has responded so far to the World Update PDF survey, which ends April 3. If you have not been receiving a PDF of World Update during March, send your name, title and e-mail to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24
Dolores Hermosell *IDG Spain*
Ramon Nacenta *IDG Spain*

22
Magdalena Koch *IDG Germany*

21
Peter Gruber *IDG Germany*

19
Hans Koeniges *IDG Germany*
Susanne Kirmaier *IDG Germany*
Andrea Piontek *IDG Germany*

18
Christoph Burkhart *IDG Germany*
Claudia Dudkin *IDG Germany*

16
Andrea Weinholz *IDG Germany*

14
Madeleine Bonk *IDG Germany*
Sebastian Hirsch *IDG Germany*
Christian Meyer *IDG Germany*
Martin Chau *IDC Hong Kong*

13
Victor Falkteg *IDG Sweden*
Alejandro Oliveros *IDC Argentina*
Petra Beck *IDG Germany*

12
Michael Schebesta *IDG Sweden*
Parit Shah *IDG U.K.*
Kurt Strebel *IDG Switzerland*
Andreas Koschinsky *IDG Germany*

11
Magnus Müller *IDG Sweden*
Ronald Wiltscheck *IDG Germany*
Peter Mueller *IDG Germany*
Gunnar Lott *IDG Germany*

10
Jonas Lindholm *IDG Sweden*
Claudia Heinelt *IDG Germany*

9
Helle Kierkegaard *IDG Sweden*
Peter Nyström *IDG Sweden*
Bertrand Lemaire *IT News Info*
Petra Schmitz *IDG Germany*
Andreas Mallin *IDG Germany*
Lia Pitarresi *Nuov@Periodici Italia*

8
Lars Danielsson *IDG Sweden*
Robert Brännström *IDG Sweden*
Peter Hoellriegel *IDG Germany*
Canio Martino *IDG Germany*
Aki Hosokawa *IDG Japan*
Mari Goto *IDG Japan*

7
Hiromi Koyanagi *IDG Japan*

6
Nora Valencia *IDC Argentina*
Arnold Diepenheim *IDG Netherlands*
Tim van Amerongen *IDG Netherlands*

5
Francisco Nogal *IDC Mexico*
Emily Tee *IDC Singapore*

4
Sebastian Stein *IDC U.K.*
Dan Nystedt *IDG News Service*
Daniel Bader *IDG Switzerland*
Ademar de Abreu *Now!Digital Business*
Aranzazu Asenjo *IDG Spain*
Wouter Diemer *IDG Netherlands*

3
Johan Hallsenius *IDG Sweden*
Yasmina Benjelloun *IDC France*
Helena ter Voort *IDC Benelux*
Stefan Tanamal *IDG Netherlands*
Renee Kiosoglous *IDC Australia*
Jace Tang *IDC Singapore*

2
Waldemar Schuster *IDC Brazil*
Tohru Inouye *IDC Japan*
Joanna Bujnowska *IDG Poland*
Marieke Bouman *IDG Netherlands*
Dick de Groot *IDG Netherlands*
Arnold le Fèbre *IDG Netherlands*
Tomoyuki Yamagami *IDG Japan*
Fiona Wu *IDC China*
Young-Wook Kim *IDC Korea*
Alma Concepcion *IDC Philippines*
Mia Cosme *IDC Philippines*
Sasithorn Sae-iao *IDC Thailand*

1
Magnus Mu Ray *IDG Sweden*
Edith Tricheux *IDC France*
Yoko Ono *IDC Japan*
Anna Elwartowska *IDG Poland*
Agnieszka Klawinska-Rusiecka *IDG Poland*
Izabela Nowak *IDG Poland*
Krzysztof Pietrzak *IDG Poland*
Daniella Almeida *Now!Digital Business*
Felipe Ponzio *Now!Digital Business*
Herika Pereira *Now!Digital Business*
Patrick Woods *IDG Germany*
Mina Tanaka *IDG Japan*
Richard Lee *IDC China*
Nancy Seto *IDC Hong Kong*
Judy Wu *IDC Hong Kong*
Divya Gowda *IDC Center for Consultancy & Research/India*
Audrey Heng *IDC Singapore*
Charles Chiu *IDC Taiwan*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

Question of the Week results: March 23

How do you file your federal tax forms?
Electronically: **77%** Paper forms: **23%**

Log on to www.idgcentral.com to vote on this week's question:
What wallpaper do you use for your computer desktop?

Danish writer is first journalist to win IT association's award

*Journalist Dorte Toft, IDG Denmark Managing Director **Søren Queitsch** and IT Association of Denmark Director Jakob Lyngsø.*

Former Computerworld Denmark Senior Staff Writer Dorte Toft received the IT Association of Denmark's highest honor last month during a ceremony in Copenhagen. The association presents an annual award celebrating an individual's contribution to the country's IT industry, and Toft was recognized for her longtime achievements in covering the Danish IT market. Now a freelancer, she is the first journalist to win the award.

[illegible]ben Engell, IDG Denmark's former managing director, established the awards program years ago. When he retired in 2004, he transferred the administration of the program to the IT Association, which named IDG Denmark the program's sole sponsor and granted it representation on the selection committee. Each award is voted on by the winners from the previous two years, the chairman and director of the association, IDG Denmark's managing director and the editor-in-chief of Computerworld Denmark.

Write to IDG Denmark Managing Director Søren Queitsch at sq@idg.dk.

Twitter

continued from page 3

the Web. Breaking news will get spread around and motivate others to follow you. Links will also get spread around, generating traffic as well as goodwill toward the site that broke the news.

If you're covering a live event, such as a product announcement, consider live-tweeting it. Even if you're liveblogging, a live-tweet (which will necessarily be more succinct) can be a great outlet for people who aren't so attached that they're hanging on every word. Give them the highlights. When Macworld tweets an Apple media event, we tweet about each new product as it's introduced; the liveblog itself gives all the details for people who need them.

*Send ideas for topics and guest columnists for this feauture to world_update@idg.com. Questions for the Q&A with IDG Chairman **Pat McGovern** and IDG Communications CEO **Bob Carrigan** will be passed along anonymously.*

celebrating 10!

*CEOCIO China Marketing Assistant **Chen Jinfang** was the guest of IDG Chairman **Pat McGovern** at a recent 10th anniversary lunch celebration in Beijing.*

Name
Chen Jinfang

Home
Beijing

Joined IDG
Jan. 8, 1998.

Career path since joining IDG
Jan. 1998-Sept. 2003, staff, circulation department, CEOCIO China; Oct. 2003-present, marketing assistant, marketing department, CEOCIO China.

Current title
I am now the marketing assistant for CEOCIO China and am involved in circulation and administration.

Why I've stayed 10 years
I've enjoyed the work environment.

Best way someone could compliment me on me work?
Say that I'm "steady and honest."

Favorite way to work off stress
Mountain climbing.

My favorite thing on my desk
Photos of my daughter. six-year-old, Chen Yixuan.

Interests outside the office
Sports, such as climbing and jogging.

What I wanted to become when I was a child
A soldier.

If I won the lottery tomorrow, I would
Help who are helpless and then do something significant.

First thing I'd grab if my house was on fire
Photos of family members.

Favorite vacation spot
Seaside

My idea of a perfect day
Spending the whole day with family members by the seaside.

Retirement dreams
Traveling around the world.

Manager's profile
"As the longest employee of our magazine, Chen Jinfang has been in charge of the administration and circulation. She is quiet but trustworthy."
— Liu Xiangming, publisher and editor-in-chief, CEOCIO China

celebrating 10!

Name
Stephen Minton

Home
Westborough, Mass.

Joined IDC
January 1998 as a Research Analyst.

Career path
From 1998 to 2000 I worked at IDC U.K. as an analyst and research manager covering European IT Markets. In 2001, I moved to IDC Framingham to head up the Worldwide Black Book in the Global Research Organization.

What my job involves
As VP of Worldwide IT Markets, I manage the Worldwide Black Book and related IT Overview research programs, tracking IT spending trends and presenting the analysis to my clients.

Three things I do in a day's work
Talk to clients on the phone, write research reports and try to keep up with e-mail.

Most challenging part of my job
Not enough hours in the day.

Best part of my job
Interaction with smart people.

Job perk
International travel to fascinating places.

Most memorable thing that's ever happened to me at work
Several years ago, Research Manager David Emberley and I presented at the United Nations to permanent ambassadors and representatives and had dinner with the Kenyan ambassador to the U.N. This was the most surreal experience of my life.

View from my work space
A spectacular panorama of the Speen Street parking lot, Route 30 and various condominiums.

One thing I've learned during my tenure at IDC
Never allow a professional disagreement to become a personal argument.

Interests outside the office
Writing, reading, English football ("soccer") and beers of the world.

Family
Wife Stephanie and two daughters, Brianna (nine) and Isabelle (five).

Ability I wish I had
I wish I could fly.

*IDG Chairman **Pat McGovern** (right) hosted IDC's **Stephen Minton** at a dinner in honor of his 10 years of service to the company.*

What's the most rewarding thing I've ever done
Raising my daughters, making them smile and laugh, watching them sleep peacefully at night.

Fantasy job
England football manager.

First job
I worked behind the bar in a dingy nightclub in Hartlepool, England, where a riot broke out every two hours.

What it taught me
How to stay out of trouble when the fighting started.

Most prized possession
My grandfather's old snooker cue.

Retirement dreams
A small cottage in England with a sunny garden and an open fireplace, two cats sleeping quietly on the rug to the sound of a gently chiming grandfather clock, stacked bookcases and a vast collection of red wine, the smell of bacon and freshly baked bread lingering in the air and within walking distance of a good fish and chip shop and a decent pub.

Manager's profile
"Stephen is one of those steady performers who seems to get smarter every day. He is also unflappable. His official job is to gather information from analysts all over the globe, a tricky diplomatic process that drove his predecessor to the nuthouse. He has presented IDC forecasts on every continent except Antarctic, and has been a key force in our reforecasting exercises in response to the financial crisis. But he still thinks football is soccer."

– John Gantz, IDG chief research officer and SVP

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Teresina Cardamone *IDG Communications*
Patty Chisholm *CXO Media*
Eric Prothero *IDC Latin America*
Karen Ren *IDG China*
Luciana Sario *IDC Latin America*
Howard Sholkin *IDG Communications*
Jason Snell *Macworld*
Sue Yanovitch *CXO Media*
Matt Yorke *IDG Corporate Sales*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. IDG produces more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, E for All, Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. Go to http://www.idg.com.

IDG World Update

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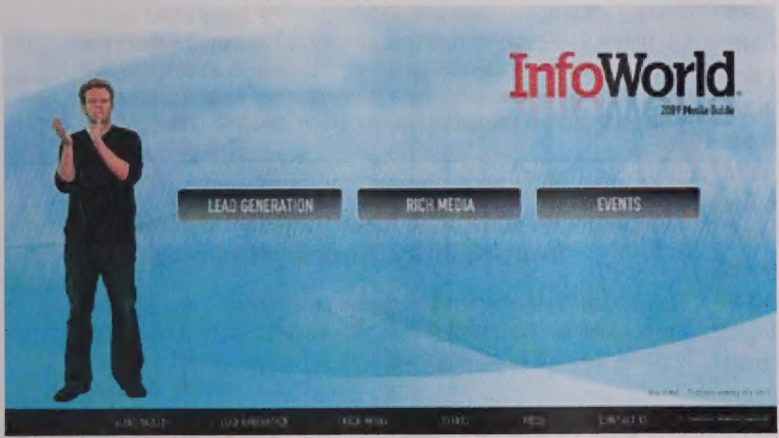
WWW.IDGCENTRAL.COM

InfoWorld's latest online media kit adds new dimension

Talent World offers a glimpse of the personalities behind the masthead

Computerworld/InfoWorld VP, Virtual Events, **Jill Martay** can balance objects on her head. Account Services Specialist **Rachel Silverman** can yodel. **Kyra Bartiromo** and **Alexis Bartiromo**, account services specialist and marketing specialist, respectively, can juggle scarves. The proof is at, of all places, InfoWorld's online media kit (www.infoworld.com/advertise).



*InfoWorld Director, Online Account Services **Bill Rigby**, the video host of the new online media kit, demonstrates the perfect clap.*

When InfoWorld's marketing team was readying its new online media kit for its February launch, one of the goals was "to show that InfoWorld is truly a new media company," said **Matt Duffy**, VP, marketing for Computerworld and InfoWorld. The revamped media kit now offers Flash-based explanations that explain all of InfoWorld's products and events, including 10 lead-generation programs and 13 rich-media advertising options.

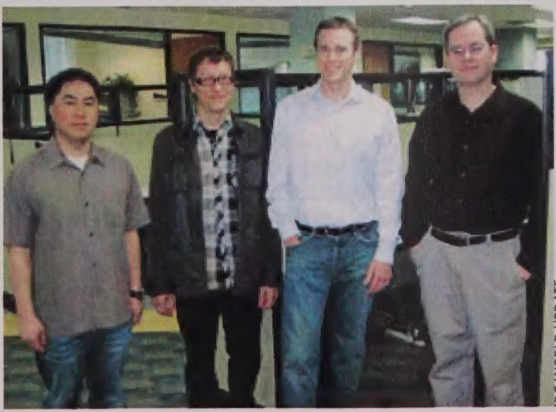
"Our clients tell us the main reason they look to online media kits is for very quick information on products, pricing and audience," Duffy said. "We wanted to make sure that those primary goals were met but decided to have some fun on top of that."

To wit, Talent World —12 videos of members of the InfoWorld sales and marketing team showing their in-

continued on page 5

Trio of Industry Standard awards reflect team effort

The Industry Standard, www.thestandard.com, capped off the first anniversary of its rebirth as an online-only title by taking home three Best in Business awards from the Society of American Business Editors and Writers (SABEW). The awards, which honored two special features and a blog, were in the Online Excellence category for small Web sites.



*(L-R): The Industry Standard's **Baldwin Louie**, director of technology; **Eric Hill**, director of product and design; and **Derek Butcher**, general manager; work in San Francisco. Managing Editor **Ian Lamont**, who's based in Framingham, Mass., visited the team last week.*

IDG WORLD UPDATE

"10 'Net services that will succeed (and 10 that will probably fail)" was published less than two months after the Standard launched in late March 2008 and reflected a true team effort that involved everyone at the Standard. General Manager **Derek Butcher** supported the idea of doing a large-scale special feature that not only incorporated editorial content but also leveraged the Industry Standard's prediction market. Managing Editor **Ian Lamont** commissioned contributors Bill Snyder and Kristen Nicole to write the profiles, and **Eric Hill**, the Industry Standard's director of product and design, devised the navigation and layout of the feature, took the lead on the predictions and put all of the pieces together. Director of Technology **Baldwin Louie** also pushed through some Drupal tweaks for the accompanying slideshow.

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Inside this issue

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Celebrating 10! IDG News Service's Nancy Weil page 8

in brief newsworthy

Macworld Expo 2010 shifts to February timeframe

Responding to feedback from the Mac community of exhibitors, attendees, media and fans of the show, IDG World Expo announced last week it is ushering in a new era for its Mac-focused event by shifting the timeframe away from its traditional early January slot.

The new dates, Feb 9-13, 2010, will give exhibitors and attendees more breathing room between the busy holiday season and the world's largest event focused specifically on Apple products. Previously known as Macworld Conference & Expo, the event has been renamed Macworld Expo® 2010.

In addition to moving the event to February, Macworld 2010 will further break from tradition by shifting the expo portion of the event to include a Saturday. The Expo is scheduled for Feb. 11-13, a shift that will provide all attendees, including full-time professionals, with more flexible times and convenient weekend access to the show floor. The Macworld conference sessions will take place Tuesday through Saturday, Feb. 9-13.

Magazine Publishers of America recognizes PC World with three Digital Awards

PCWorld.com collected three awards last month at the Magazine Publishers of America Digital Awards 2008 in New York. The third annual awards recognize magazines' excellence and innovation on a variety of digital platforms.

PCWorld.com won the third-place award for Website of the Year: Service and Lifestyle. It collected the Best Online Video, Standalone, award for its iPhone 3G Torture Tests, in which Senior Editor **Tim Moynihan** takes a set of keys to an iPhone 3G, drops it in some cereal and rinses it off with soap and water, then drops it several times in a parking lot and finally runs it over with a motorcycle (http://www.pcworld.com/article/157206/iphone_3g_torture_tests.html).

PC World also came home with Best Podcast Series award for covering a variety of IT topics, including the iPhone, Explorer 8, Netbook rumors and the Amazon Kindle 2.

Post your photo, skills, interests on IDG Central's IDG Directory

New features have just been added to the IDG Directory on IDG Central (www.idgcentral.com). Go to the IDG Directory under the Employee Resources tab and search for your name. Click on it, and you'll get linked to a new page where you can post your photo and include info on your job responsibilities, IDG jobs you've held, software/technologies you work with, skills to share, projects and hobbies/interests. For a sample, search for IDG IPS Systems Manager **Patrick Kenney**.

Employees mentioned in IDG World Update stories are being linked to the directory profiles. For example, **Bob Carrigan**'s profile includes links to his Q&A columns and IDG World Update mentions.

If your name is not in the directory, send your name, title and business unit to victoria_shoemaker@idg.com. Send other questions to idgcentral@idg.com.

Industry Standard

continued from page 1

While only one of the services — "extreme" social network eCirkit — has failed so far, the special raised concerns about two others that have turned out to be quite prescient, according to Lamont: Twitter's lack of revenue and Joost's standalone client (which was dropped in favor of a browser-based viewing experience in October). The feature was named the recipient of SABEW's Best in Business award for creative use of online.

"Where are they now?" was researched and written by contributors David Cotriss and Mark Henricks. The special feature looked back at 10 Internet companies, including Web delivery company Kozmo and the online community TheGlobe.com, which rose to prominence in the late 1990s and then faded away. The authors tracked down the founders and management teams to find out what happened to the sites, the executives and the business models in the years after the first Internet bubble burst. It drew heavily upon archived articles from the print Standard, as well as comments from former employees and even readers who remembered using the services as customers. It received the SABEW Best in Business award for an online project. Cotriss also went on to author a "Where are they now?" column for the Standard for the remainder of the year.

Four blog posts by Lamont were recognized in the Best in Business award category for blogs.

SABEW is a business journalism society headquartered at the Missouri School of Journalism at the University of Missouri-Columbia. It has thousands of members in all corners of the business media, from Crain's Chicago Business to the Wall Street Journal. This year's Best in Business competition recognizes articles, features, breaking news and online content published in 2008.

Contact Ian Lamont at ian@thestandard.com. More information about SABEW is available at www.sabew.org.

The Industry Standard: a look back

The Industry Standard debuted as a weekly print publication on April 27, 1998. Daily and weekly e-newsletters and online reports, as well as an executive-level conference division, soon followed.

In 2000, The Industry Standard set an all-time publishing industry record of 7,558 advertising pages, while TheStandard.com logged more than 6 million page views per month in 2000.

Despite its meteoric success, the title fell victim to the bursting of the Internet bubble and was closed in August 2001. In February 2008, IDG bought the title back and relaunched it as an online-only publication and prediction market.

the interview

one on one

Scott Ellison
IDC's VP/Mobile & Wireless is this week's columnist. Reach him at sellison@idc.com.

> *"The mobile Internet is the first medium that can and will connect all of human kind together as individuals in one vast digital marketplace, so needless to say, the stakes are high and the opportunities enormous."*

Q You recently spoke at IDC's annual Directions conference about "The Transformation of the Mobile Experience." Can you tell IDG readers what that is about and what is driving it?

A Over the last 18 months mobile services and devices have been undergoing the most significant period of innovation and transformation that we have ever seen. Mobile devices now often look very different, with some dispensing with most buttons or featuring just a big screen. We can now interact with mobile services differently — through widgets and touchscreens and sometimes just tilting the handset.

Q Cell phones have been around for 25 years, so why is this happening now?

A I can give you a glib answer in two words: Steve Jobs. He had a vision of the way mobile services and devices should be, and it looked nothing like what mobile services and devices were up until that point. He threw away every mobile "rule" and made the starting point the customer experience. Tiny handsets with tiny screens? He made the device bigger to provide a better media experience. Buttons vs. screen size? Scrap the buttons and make the whole thing a screen that morphs into whatever a particular application might need—like a QWERTY keyboard for e-mail one minute and then a screen to watch YouTube videos the next. Ditch traditional numeric buttons, trackballs, cursors, etc., and just interact with information using your fingers via touchscreens. And add accelerometers so you could interact with information by just tilting the device itself.

Q Steve Jobs and Apple really had that much of an impact?

A Absolutely. I have been in mobile 20 years — since right out of college and the days of analog brick phones. When the iPhone was unveiled, it was the only time I ever heard mobile industry veterans gasp with delight. Literally everyone I knew called me to try to get one — and I didn't even have one myself! And that was before people camped out for days to get the first iPhones. It was the first mobile event that became a truly global cultural phenomenon It was a turning point for the mobile industry and everything has been different since then.

Q Then why does Apple still have such a small part of the business market?

A Apple is basically a consumer-focused company, and serving the mobile needs of enterprises such as integrating business applications is a very different set of competencies. Having said that, there is a lot of interest among professionals to use their personal iPhones and other advanced handsets for business purposes — like accessing e-mail. Over time this could prove to be a cost savings to businesses, but there are a lot of IT issues that would need to be worked out.

Q Your research has talked about the impact of "mobile ecosystems." Please define that term.

A The impact of Apple and the iPhone was that it underscored the importance of mobile ecosystems: the end-to-end services and application creation and support environment. That includes everything from how content is created, to the capabilities of the device itself, to the device software platform, to the way content and applications are presented and merchandised, to the user interfaces, to the role that the mobile operator plays, to the access networks available, to how much revenue is generated and to how that revenue is divided up. The most obvious impact of ecosystems to a mobile user is what they can actually do with their device and what the customer experience is like. We all know from experience that there are huge differences, and that is a direct impact of the relative strengths and weaknesses of the underlying ecosystem.

Q What are the major mobile ecosystems?

A Mobile is increasingly an "ecosystem of ecosystems," which means everyone either has an ecosystem or claims to. But among the major ecosystems are Nokia/Symbian, Qualcomm/BREW, RIM/BlackBerry, Microsoft/Windows Mobile, Yahoo!/Yahoo! Mobile, Google/Android, and of course Apple/iPhone.

Q What is the significance of these ecosystems?

A Clearly, they represent some major companies, and over time they are all vying for the hearts, minds and wallets of up to six billion mobile users, so the playing field isn't just the entire world, it is literally all of mankind. The impact of these ecosystems simply cannot be overstated. The Apple iPhone ecosystem resulted in millions of people paying unheard of sums for a device, spending unheard of amounts of money for data plans and doing some pretty amazing things with really cool applications. The iPhone ecosystem and the iPhone Apps Store launched in July 2008 produced more than 15,000 applications that were downloaded more than 500 million times in under six months — these are staggering numbers. This really matters not only to mobile users but to businesses.

continued on page 7

Hallway monitors track MW, PC World traffic and tweets

Focusing on goals creates momentum for whole company

Thanks to two common-area wall-mounted iMacs, San-Francisco-based PC World and Macworld employees on their way to a meeting or getting a cup of coffee can catch up on their sites' content, traffic and product trends as well the sites' Twitter feeds.

IDG WORLD UPDATE

*(L-R): PC World/Macworld Director of Online Marketing **Alexa Wriggins**, Macworld VP/Editorial Director **Jason Snell** and PC World/Macworld President and CEO **Mike Kisseberth** advocated the idea of displaying strategic site traffic numbers and Twitter activity for employees and visitors to the San Francisco office.*

"Public companies often have to display their stock performance, which is not a pretty thing these days. We get our strategic traffic numbers in front of our team, and everyone else who is visiting us. It is important that the whole team is focused on the right things and support these goals as much as possible," said **Stephan Scherzer**, PC World/Macworld EVP.

One iMac displays weekly overall site-traffic trends for PC World and Macworld, as well as page view numbers in the top 10 product categories, such as monitors, laptop and printers. Using TweetDeck, an Adobe Air desktop application that captures social networking media and displays it in a columned user interface, the second iMac shows the most recent content in the PC World and Macworld Twitter feeds, as well as comments from the Twitter accounts of Macworld and PC World staff members and all mentions of both brands on Twitter.

"TweetDeck also allows you to keep an eye on who is searching, mentioning or re-Tweeting your brand," said **Alexa Wriggins**, PC World/Macworld director of online marketing. "It provides a dashboard of real-time activity in the Twittersphere."

According to Wriggins, all employees in the organization participate in improving the online business. "Over the last several months, we've outlined the product categories with the biggest opportunities for both revenue and traffic growth. By displaying traffic performance against our core goals in a prominent public location, it keeps all stakeholders motivated to hit the traffic targets. It also ensures that we are monitoring and fixing and traffic-related problems, should they arise."

If traffic drops in a particular category, Wriggins said there were numerous ways to boost it. "We can write more stories, modify the editorial lineup and promote content from a sagging category both in e-newsletters and on the home page and increase efforts to optimize content for search engines and social media distribution. We've done it all along, but now it's public and everyone is aware of it."

Regarding the Twitter-feed screen, Wriggins noted that PC World and Macworld readers, clients and competitors are using social networking to build their brands, drive traffic and sell products. (Social networking sites such as Twitter and Facebook are growing very quickly; according to compete.com in the last 12 months, Twitter has grown from 1 million to 8 million unique users, while Facebook has grown from 30 million to roughly 75 million unique users.) "Everyone in the company needs to know how to use the social Web in order to speak the language of marketing partners and readers, who participate in the social web every day. By displaying the TweetDeck in the hallway, it makes it easy to see at how people view and use our content our in the Twittersphere and encourages everyone to get out there and start microblogging."

Mike Kisseberth, PC World/Macworld president and CEO, pushed the team on the idea of getting numbers public. Mounted in mid-February, the on-screen product category data comes from the sites' Web analytics tool, Omniture SiteCatalyst.HBX. Macworld VP/Editorial Director **Jason Snell** suggested posting the TweetDeck dashboard for both sites.

Write to alexa_wriggins@pcworld.com.

Have you read this book?

In the IDG Training Blog on IDG Central, IDG Director of Training & Development **Laurie Butson** mentions "Twitter Power: How to Dominate Your Market One Tweet at a Time" by Joel Comm. If you've read the book or have comments about the busines power of Twitter, respond to the blog on www.idgcentral.com.

Coming up

CIO Perspectives Forum
Local Connections on Global Issues
A CXO Media event
April 22
New York City
www.cio.com

IDC Directions '09
April 24
Singapore
www.idc.com

The CIO Leadership Event
Revitalizing Business with Strategic IT
May 3-5
Ponte Vedre Beach, Fla.
www.cio.com

IT Roadmap
May 6
Boston
www.networkworld.com.

U.S. Media Management Institute
An IDG Corporate Training Program
May 19-21
Boston
laurie_butson@idg.com

CIO of the Year Conference & Awards
An IDC and IDG event
May 25
Copenhagen, Denmark
www.idc.com

Electronic Entertainment Expo (E3)
Produced by IDG World Expo
June 2-4
Los Angeles Convention Center
Los Angeles
www.e3expo.com

CIO Perspectives Forum: Local Connections on Global Issues
A CXO Media event
June 10
Chicago
www.cio.com

Cloud Computing Forum
A Computerworld event
June 16
Hyatt Regency Santa Clara
Santa Clara, Calif.
http://cloudcomputingsymposium.com/

Media kit

continued from page 1

dividual talents. VP/associate publisher, Online, **Sean Weglage** was filmed doing the Worm, Senior Account Services Specialist **Jenna McGuirk** and friends showed off some Irish step dancing, and Director, Marketing **Kaila Bongiovanni**, who spearheaded the media kit project, held a yoga headstand while SVP, Strategic Development **Paul Calento** played the accordion.

The idea started, Duffy said, because InfoWorld clients had found Director, Online Account Services **Bill Rigby's** sales presentations so entertaining. "On occasions, with clients he's close with, he will share his dry humor — and his talent for producing 'the perfect clap' — and they love him for it. So we made Bill the video emcee of the new media kit." Duffy said the InfoWorld marketing team then decided to create a whole page around their "useless" talents.

"One thing I've learned from being in both sales and now marketing is that a lot of the media planners and marketers we work with like doing business with media companies who are vibrant and fun," Duffy said. "The last thing they want to do is have to deal with a stodgy media brand, full of people who lack creativity or verve. We just wanted to show the personality behind InfoWorld and show that it's a place full of creative, fun people."

Duffy added that Talent World also pairs well with InfoWorld's grassroots new media programs. InfoWorld has made its name in video programs, he said, noting its InfoClipz and InfoBriefs animated Flash programs, "so why not include some offbeat video in our media kit?" he said.

At first people were very reluctant to share their talents, according to Duffy. "We heard a lot of 'Me? I don't have any real talents.' Our response to that was 'Perfect! We're not looking for real talents, we're looking for useless talents that will really just show we're a fun group.'" The real incentive for people, though, Duffy said, was seeing other people do it. "Once they saw others putting aside their serious business selves and being goofy for the camera, they started joining in. It ended up being one of the most fun times we've all had at work and really let some people come out of their shells and their private cubicles. (Duffy admitted he also had to "take a big group of people out to lunch to get them to do it.")

Paul Calento

SVP/Strategic Development **Paul Calento** lets loose with a few tunes on his accordion.

Jill Martay

CW/IW VP, Virtual Events **Jill Martay** balances a cereal box on her head as part of IW's online media kit Talent World section.

Client response has been decidedly positive. "We've had a lot of agency and client friends tell us they love it and that it was a nice breath of fresh air compared to the boring media kits they're used to looking through," Duffy said.

Asked if he would create a similar media kit for InfoWorld's sister publication Computerworld, Duffy said he would not. "It's not as much in line with the personality of Computerworld that we want to communicate," he said. "Computerworld is the venerable, established brand of big corporate IT strategy and top IT executives; the media kit we have for CW reflects this with our periodic table imagery and images of top IT executives. What we wanted to express with InfoWorld is that it's a much edgier brand that is willing to take chances and do things a bit differently."

Duffy said the InfoWorld marketing team makes minor changes to product information in the media kit about once a month. "We'll work with our development firm, Decision Council, once a quarter on any major changes," he said, predicting that this media kit, which took about four months to build, should have a life of about two years before a different version is needed. InfoWorld no longer has a print media kit.

Write to matt_duffy@computerworld.com.

noteworthy people

New employees

Associate Market Analyst **Adlina Adnan** comes to **IDC Malaysia** from her role as sales administrator with Maybank, Malaysia where she provided analyses of customer acquisitions. She holds a B.S. in mathematics and computer science, majoring in pure mathematics, from Australia's University of Adelaide. In her free time she enjoys reading and traveling. *amadnan@idc.com.*

Also new at **IDC Malaysia** is associate market analyst, Peripherals **Carmen Cheong**. She will be responsible for quarterly printer peripheral trackers and determining shipments of multinational and local printer peripheral vendors actively operating in Malaysia. A graduate of Curtin University of Technology in Perth, Australia, she holds a B.S. in commerce specializing in marketing and management. Away from her desk she enjoys reading and shopping. *gmcheong@idc.com*

IDC Malaysia has also hired **Wen Ching Kwan** as an associate market analyst, Peripherals. He was previously a business analyst with Synovate Sdn Bhd. A graduate of Sydney, Australia's University of Technology, he holds a B.S. in finance and information technology, as well as an M.S. in information systems and management from the U.K.'s University of Warwick. His hobbies include chess, magic and travel. *wckwan@idc.com*

IDC New Zealand has hired **Carl Ellish** as a sales executive, responsible for such key accounts as Telecom New Zealand, IBM and New Zealand Trade and Enterprise. He has previously worked for Alcatel, IBM, Computer Associates and Cognos. He holds a diploma in marketing management and electronics and is a member of the Institute of Marketing Management South Africa. In his free time he enjoys swimming, woodworking and cooking. *cellish@idc.com.*

Also new at **IDC New Zealand** is **Yael Lord**, senior market analyst, Telecommunications. She will track, forecast and provide strategic analyses of the local ons market, focusing on enterprise networks and IP-based convergence, collaboration and unified communications solutions. Yael previously spent 12 years with Accenture in Johannesburg, South Africa, becoming IT infrastructure lead and IT project manager. She is currently pursuing a B.S. in commerce and has a diploma in human resources management from the Damelin Management School. Her interests include current events, books, music, wine and art. *ylord@idc.com*

Returning employees

IDG WORLD UPDATE

Riofrio

Previously an associate editor with PC World, Senior Editor **Melissa Riofrio** returns to **PC World**, coming from C|NET where she held a similar title. She holds a B.A. in English from Yale University in New Haven, Conn., enjoys movies and music and works in animal rescue. *melissa_riofrio@pcworld.com*

ll business units re welcome to send information for the Noteworthy section to world_update@idg.com.

IDC announces Q3 sales award winners

IDC SVP Worldwide Sales **Brad Thorpe** recognized the top sales performers for the third quarter of the '09 sales year during a conference call last month. Details about the award categories can be found with this article on IDG Central.

DENISE COX

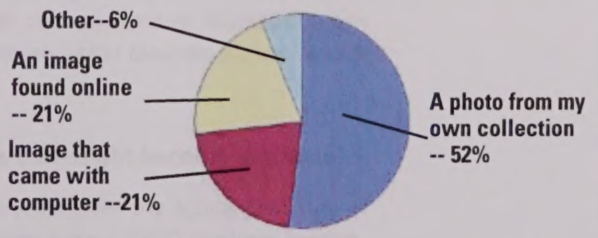
East Coast winners. (Front, l-r): Robyn Patrick, Susan Skowronski, Diane Elhilow, Elizabeth McPherson and Randi Siegal. (Middle, l-r):Dorothy Merullo, Nancy Gershlak, Denise Cos, Lisa Kue, Kao Yang and Jim Nagle. (Third row, l-r): Regina Walker, Matt Iaricci, Janis Dempsey, Doug Parker, Terri Bergstrom, Laurie Horn, Tracy Floyd and Ken Hoyt. Nor pictured: Simon Salamon, Nancy Dougherty, Ann Marie Demers and Kevin Robock.

SANDRA TUBBS

West Coast winners (l-r): Rob Fleming, Charlie Harris, Teresa Tassone, Eric Rasmussen, Steve Kempton, Todd White and John Powers. Not pictured: Rob Tons, Karen Lucero and Monica Bennett.

Question of the Week results for March 30

What kind of wallpaper do you use for your computer desktop?



Log on to www.idgcentral.com to vote on this week's question:
Have you ever uploaded a video to YouTube?

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26
Steve Tozeski *IDG List Services*

23
Judit Fülüp *IDG Hungary*

21
Kirk Campbell *IDC*

19
Denise Haines *IDC*
Istvan Bíró *IDG Hungary*

17
Ruth Sager *IDC*

16
Doreen Francy *IDC*

14
Brian Kornegay *IDC Singapore*

12
Dawnette Gordon *IDG U.K.*
nner Lemon
IDG News Service

11
John O'Malley
IDG Global Solutions

10
Helena Linton *IDG Sweden*
Caroline Garnier *IDC France*
Eileen Quan *PC World*

9
Agam Shah *IDG News Service*
Markus Schwerdtel
IDG Germany
Robert Mahowald *IDC*
Anne McDonald *PC World*

8
Dan Timberlake *IDC U.K.*
Magdalena Rajkowska
IDG Poland
Volkert Deen *IDG Netherlands*
Vicki Cui *IDC China*
Sonia Singh *IT World Canada*
Ilona Bíró *IDG Hungary*

Deborah Paul *IDG World Expo*

6
John Danielowich
IDG Tech Network
Premi Gokani *IDC U.K.*
Angela Chan *IT World Canada*

5
Jie Wu *IDC*
Gábor Orosz *IDG Hungary*
Amy Singer *PC World*
William Wang *PC World*

4
Gloria Lam *IDG*
Aloysius Choong
IDC Singapore
Ryan Reith *IDC*

3
William Stein *IDG World Expo*
Ching Lee
IDG Technical Services Group
Nestor Arellano
IT World Canada
Christine Monod
IT World Canada
Kathleen Quirk *IDC*
Robert Cabral *IDC*
Thomas Rubel *IDC*
Zoltán Kovágó *IDG Hungary*
George Jones *GamePro Media*

2
Karsten Bundgaard
IDG Denmark
Benjamin Rasmussen
IDG Denmark
Hideki Hanaoka *IDC Japan*
Ewa Kulik *IDG Poland*
Lygia de Luca
Now!Digital Business
Jeff Radecki *IT World Canada*
Justin Jaffe *IDC*
Mark Sullivan *PC World*

1
Grace Yang *IDG*
Eric Viazmensky
IDG Technical Services Group
Isabelle Delorme *IDG Sweden*
Michael Kurzidim
IDG Switzerland
Jacky Xue *IDC China*
Nephi Zhang *IDC China*
Chin Boon Lim *IDC Malaysia*
Belinda Yap *IDC Malaysia*
Dileepan Thangavel
IT World Canada
James Baker *IDC*
Jessica Lilie *PC World*

One on one

continued from page 3

Q Can you share a business case example of the impact of ecosystems?

A Just last week I moderated a mobile content developers roundtable here in Silicon Valley, which also included venture capitalists, handset vendors and software providers. It was one of the most fascinating two hours of discussion I have been part of in a long time. And if there was one theme that emerged it was that mobile ecosystems matter. For instance, the CTO of Internet radio provider Pandora was there and noted that Pandora got more customers from its iPhone application in the first six hours after its launch than it had gained from the entire mobile industry in the previous two years combined!

Q What is the next big thing in mobile?

A I think that it is the mobile Internet — and not just "mobilizing" existing Internet information — but the nexus of location information, mobility and personal devices into a global and yet personalized marketplace. IDC's Digital Marketplace analyst group published a thought leadership piece on this in December, and then last month BusinessWeek published a major story that largely tracked IDC's thinking. It is clear that the broader mobile and IT industries are beginning to understand that the next decade of mobile Internet innovation will have profound impacts. The mobile Internet is the first medium that can and will connect all of human kind together as individuals in one vast digital marketplace, so, needless to say, the stakes are high and the opportunities enormous.

Q What is the one thing you wish your mobile phone could do that it currently can't?

A I wish it could tell me the name and company affiliation of everyone I am about to meet via my Bluetooth earpiece. I am thinking along the lines of Meryl Streep's character in the movie *The Devil Wears Prada* where she had her assistant standing behind her at a reception whispering the name and personal history of everyone she was about to meet. As an IDC analyst you meet hundreds if not thousands of people every year — and many times you have met them before — but I may not always remember their name or their company affiliation. We're all on LinkedIn and Facebook anyway, and most of our devices can communicate via Bluetooth when in close proximity. Seriously, what business person wouldn't want that?

Q So when do think that might become available?

A Within three to five years given the accelerating rate of mobile innovation. Maybe sooner if IDG Ventures funded the concept — and if they do and it's successful, remember you heard it in IDG World Update first! WU

celebrating 10!

Name
Nancy Weil

Home
I live in Canton, Mass., but "home" is the St. Louis area.

Joined IDG News Service
September 1996, as U.S. correspondent.

Current responsibilities
As managing editor, I supervise the copy desk that posts News Service copy and content from across IDG to our newswire; edit News Service stories; keep the staff honest when it comes to grammar and style; schedule and edit the weekly WorldBeat column; compile and write the weekly Top 10 news synopsis column; serve as writing coach and training editor; and generally try to keep my wits about me.

Best part of my job
Working with the most interesting, creative, amusing, caring and smart people I've ever encountered.

Career highlight
I was part of a team that won a Green Eyeshade Award for coverage of a racially motivated murder in Florida; I've twice been on reporting teams whose work was nominated for a Pulitzer Prize.

What's kept me at IDG for 10 years
The team I work with — many of us have worked together for a long time now. The collegial atmosphere of International Publishing Services, of which the News Service is a part, works really well for me.

Interests outside the office
Watching and listening to baseball games, especially the St. Louis Cardinals and Boston Red Sox; gardening indoors and out; kitties; reading fiction, nonfiction and poetry; writing fiction and poetry; African-American history and culture; theology; church work and various ministries; genealogy; talking to my husband, who is the smartest person I know, and our daughter, who is up there, too.

Most rewarding thing I've ever done
I served for about six years as the primary lay leader of an evening worship service at First Church Cambridge (Mass.). It was an experience that enriched me enormously in ways that continue even though I stopped leading the service almost a year ago.

Fantasy job
Third-base coach for the Cardinals. Jeff Suppan would definitely not have misunderstood me in the third inning of the third game of the 2004 World Series, which would have turned the whole thing around. Really.

*IDG Chairman **Pat McGovern** hosted IDG News Service Managing Editor **Nancy Weil** at a dinner in honor of her 10 years of service to the company.*

Collection
My dad was an antiques dealer, so he started me along the way of being an avid collector of pottery (primarily Roseville and McCoy), small bisque dolls, old postcards, baseball memorabilia and old linens. I also collect watches, first-edition books by certain authors (some of them signed) and inadvertently have quite a houseplant collection (70 and counting).

Favorite celebrity encounter
Dancing briefly with LL Cool J at the Las Vegas Hilton. He was very amusing and, man, is he good looking!

Luxury item I can't live without
Lancome mascara. I've tried to live without it, and it's just not possible.

If I won the lottery tomorrow, I would
Share the wealth with my brother, renovate my mom's house, give a bunch to our church and to various charities, go on one wild tear of a shopping trip, travel, and squirrel away a ton.

Manager's profile
"Nancy started here as a super-fast general assignment reporter before we started chaining her to the desk as assistant news editor. There she brought her long experience in daily news to bear coaching reporters and coming up with training ideas that helped professionalize our news organization. Even as she's gained responsibility for managing more of our operations, she has maintained an interest in developing editorial staff, and now works with HR on editorial training offered across IDG. She's contributed a tremendous amount at both the business unit and pan-IDG level."
— *Elizabeth Heichler, editor-in-chief, IDG News Service*

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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The Industry Standard
Ruth Sager *IDC*
Alexa Wriggins *PC World*

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WWW.IDGCENTRAL.COM

ARN redesign reaps gains in page views, time on site

Easier navigation, new community sections and tools among improvements

Australian Reseller News (ARN) is seeing impressive gains in page views, unique page views and time spent on the site, thanks to a complete overhaul of its home page (www.arnnet.com.au) and the introduction of two new sections and tools that facilitate community interaction and shine a spotlight on the successes of its readers. And all thanks to two months of effort by an in-house team of five.

*The ARN team (l-r): **Jessica Ross**, associate publisher; **Pascal Hakim**, online director; **Susan Searle**, president and publisher; **Nadia Cameron**, editor; and **Trevor Clarke**, deputy editor.*

"The home page redesign was a way of streamlining access to some of our newer sections, as well as emphasizing the latest and most interesting articles and site features," said **Susan Searle**, ARN president and publisher. Changes include the following:

- An often-refreshed box that features the site's top news stories and highlights other sections on the site.
- A more streamlined navigation menu.
- A new color scheme and ARN logo.
- Relocating the member login area to the top of the page.
- More modern section headlines.

The new ARN Community section is dedicated to fostering a stronger channel community and identity. "We have always seen ARN as part of the broader IT channel, and we continue to take a leadership

continued on page 5

IDG Connect's new audit focuses on the conversation

Inside this issue

New IDG Japan country manager brings wealth of experience *page 2*

Mobile Alert blog: Highlights from the World Mobile Congress Barcelona *page 2*

One on one: IDG Australia Managing Director Davy Adams *page 3*

Meet your colleague: IDC Social Media Research Analyst Caroline Dangson *page 6*

Celebrating 10! China Computerworld's Hu Ying, Jia Xiucheng *page 8*

IDG Connect has expanded its content audit program into the social media realm. Beginning this month, IDG Connect is helping IT companies understand the importance of social content in the tech buying process and evaluate how successfully their investments in internally managed social content — such as blogs, wikis and discussion boards — are translating into lead generation and revenue.

IDG Connect provides lead generation and other services to connect technology companies and their agencies with IDG's audience of high-quality technology professionals, influencers and decision makers. The IDG Connect database comprises some 1.5 million individuals who have registered to use IDG publications, research, events and Web sites as strategic resources for IT and technology information.

"When businesses are trying to develop their own social media, there's extreme anxiety," said IDG Connect General Manager **Frank Cutitta**. "They're making investments while thinking 'What if no one comes to the conversation areas we've set up? What if they're not talking about the right things?' Vendors

HOWARD SHOLKIN

*IDG Connect's **Bob Johnson** (l), VP/Content Optimization Program, and **Frank Cutitta**, general manager, say the social intensity audit shows clients how to optimize their content, which in this case is the conversations on their internally controlled sites.*

continued on page 4

in brief

IDG Japan country manager brings wealth of experience to new post

IDG has hired **Joji Tatsugi** as country manager for IDG Japan. Tatsugi, who began his new responsibilities April 1, succeeds Setsuro Tamai, who left IDG earlier this month after 19 years of service.

"Tatsugi-san has a host of relevant experiences for his new position at IDG," said IDG Communications CEO **Bob Carrigan**, who led the search team. "I am confident that he will be a great asset for IDG Japan and prove to be an excellent colleague for IDG managers globally."

***Joji Tatsugi** has had management roles at Reed Business Information, ACCA Networks, Nortel Networks and Price Waterhouse, among other companies.*

For the past six years, Tatsugi has been CEO of Reed Business Information Japan, with particular focus on business development and on the enterprise portfolio, achieving more than a 400% revenue growth under his leadership as he extended the brands from print media to online and event activities. Previously, he was co-founder and senior vice president of ACCA Networks, a broadband services provider in Japan.

Earlier his career, Tatsugi spent eight years at Nortel Networks, serving as VP/Market Development, board member of Nortel Networks Japan and director of strategic planning for Nortel World Trade. He has also worked as a manager at Price Waterhouse and a management consultant at McKinsey & Company, Bain & Company and Simat, Helliesen & Eichner, a leading airline consulting company.

Tatsugi praised IDG and IDG Japan's "powerful brands that have good potential for growth. Building on the 'Web-centric' strategy, we can deliver optimal service and results to both readers and advertisers in the B2B and B2C product portfolios." He said his initial goals are to focus on improving workflows, encouraging innovation and improving product quality.

Tatsugi has a B.S. in economics from MIT and an M.B.A. from Stanford University. He lives in central Tokyo and enjoys swimming and basketball as well as travel when he has the time.

IDG Japan has a staff of 70 and manages the CIO, Computerworld, IT Architect, Network World, TechWorld and Windows Server World brands.

Write to joji@idg.co.jp.

IDG Central: Mobile Alert blog

Mobile World Congress Barcelona; mobile ad spending forecasts

*IDG Global Solutions International Sales Director **Christina Carstensen** updated IDG Central's Mobile Alert blog with this recent post.*

Last month one of the most important industry events, the Mobile World Congress, took place in Barcelona. Advertisers, publishers, manufacturers and investors come together to discuss the future of mobile, market developments and showcase their new handsets.

But before we go into the key changes in the world of mobile and findings from the conference, I would like to draw your attention to a piece of research [an excerpt is posted with the blog] that was published by eMarketer in February this year. This research is a forecast for the U.S. mobile advertising spend, and it shows a very exciting opportunity for us. The world has seen an increase in mobile ad spend over the past couple of years already. However, eMarketer predicts a much faster growth over the next five years and a market size of $3.3 billion by 2013.

But back to Spain and the Mobile Congress.

A major change has occurred in just one year: the mobile Internet is real now! Because of better handsets, smartphones, faster networks and low-cost data plans the mobile Internet has grown and is now used like the "real" Internet. Most attendees at the show were constantly online.

Another change in mobile advertising since last year is the overwhelming appearance of mobile applications used for marketing campaigns. This new tool has become a favorite for more creative advertising solutions around the globe (please see my blog entry regarding Mobile Apps, January 2009).

Another shift has been happening in the handset design. Mobile providers are now concentrating on touchscreen and smartphone capabilities, whereas only a couple of years ago they had tried to produce only the smallest phones. But designs had to change to satisfy user demand for mobile Internet and functionality.

Carstensen

Location advertising is still a tool for the future. Companies are working on services in this area but there is still no easy, reliable and efficient way to determine a customer's location and then have it fed to an application. But there are small steps, and I am sure we will see robust results at next year's event.

Also it looks like QR codes, which are used in Asia already, finally will gain traction in the U.S. and Europe.

Last, mobile operators are taking mobile marketing more seriously. As data rates are going down they have moved mobile marketing revenue more in the center of their planning.

You can find more information about the Mobile World Congress on itw official site: www.mobileworldcongress.com/.

Comment on this or any of the other employee blogs on training, audience development, Web publishing or online product development by going to the links on the home page of www.idgcentral.com.

IDG corporate media, management memberships bring employee benefits

Employees have access to associations such as the American Manament Association and the Interactive Advertising Bureau through IDG's corporate memberships. Check www.idgcentral.com under the Employee Resources tab for a list of professional organizations.

one on one

the interview

Davy Adams

The managing director of IDG Australia is this week's columnist. Reach him at davy_adams@idg.com.au.

IDG Australia at-a-glance

Publications

ARN/ChannelWorld (print and online); Computerworld (print and online); CIO (print and online); PC World (online); GoodGearGuide (online); Australian Life Scientist (print and online); TechWorld (online)

Other product/service offerings

- IDG Contacts database
- CIO Executive Council
- In the process of launching IDG Connect and joining the IDG Technetwork

Number of employees 60

Adams joined IDG Australia in 1998 as a sales executive. In 2000, he was named associate publisher, enterprise; 2002 publisher, Computerworld; 2005 director of sales, marketing & events; 2007 president, online; and in 2008, he became managing director.

Before joining IDG, Adams sold Novell networks and NEC Versa notebooks. Before that, he sold Wyse laptops that "were the size of small cars, but that was okay because they had a superpowerful 286 processor. One of our top add-on sales was software called PrintQ that amazingly allowed you to continue working while your dot-matrix printed your documents with noisy enthusiasm but agonizing slowness."

Q It's been about six months since you assumed the post of managing director at IDG Australia. What have been your key priorities so far, and what sort of progress are you making on those priorities?

A Our priority has been responding effectively to the rapidly changing conditions of the advertising market, keeping close to customers, restructuring the organization and staying agile and innovative with our products. It's been more akin to white-water rafting than management!

We've split the enterprise into two groups: the CIO group that includes the CIO Executive Council, CIO magazine, online and events; and Computerworld, which includes a much bigger online focus with leads and database integral to it.

We've spent a lot of time upgrading our online sites to ensure that our clients have a range of solutions to suit them and ensure that we're maximizing our traffic and SEO. We've thrown out the print-style idea of "site redesign" and settled for "constant evolution." As in every country, development resources are stretched to the limits, but our online team is constantly delivering and innovating.

Q Generally, what's the market like in Australia these days? Any bright spots on the horizon?

A In much of our business the market is off by about 20%. But online is proving to be a relatively resilient area, with our channel product, ARN, actually ahead of last year's online revenues by 40%. Leads and e-mails are also doing well as vendors are increasingly focused on performance marketing.

Q Your PC World title became an online-only publication about a year ago. How did you know the time was right for that move, and how has your audience responded?

A We chose that time because we could see that newsstand sales were dropping, and we knew that the ad dollars were only going to continue trending down. We could keep paying printers and postmen, or we could focus our attention on building our future. The energy the change brought to our online site was incredible, with sales and traffic powering ahead.

It's been a challenge matching the cost of creating good content with the revenues available in the SMB and consumer space, but the team has had some great wins around content syndication and has even secured contracts to write guides for local retailers. The biggest difficulty has been competing with CBS Media, which made the switch to an online-only focus years before and was a long way ahead of us in functionality, know-how and traffic. We're determined to close that gap, though, and it gives us something to aim for.

Q What is the Contacts database?

A IDG Contacts is purely mail and phone contacts, with information about industry, company size and IT equipment. So the big difference between that and IDG Connect is that there's no e-mail element. With the difficulty of cutting through clutter online, marketers are often keen to include "snail mail" or a phone call as part of campaigns. We're in the process of upgrading the user interface to give us the opportunity to slice and dice the database in more ways, for example, IDG Finance Contacts and IDG HR Contacts. Ironically, we use our online databases to promote Contacts to new potential buyers.

We're very focused on expanding our online databases, which is part of the rationale behind the decision to launch IDG Connect in Australia as well.

Q What are you doing in the area of mobile delivery of content?

A Rather than building separate mobile sites, we're building mobile-friendly article and review pages. A very large component of our traffic is search-driven so we want to make sure that mobile-based searches are engaging for new readers. And we want our core readers to have access to all of our content, whether it's on a PC or a mobile device. We also want to be able to segment those readers easily so we can deliver mobile-specific ad units, which we believe will be higher yielding than traditional CPM, in the early stages of the mobile ad market. The next development stage will be mobile sections and home pages.

Q Events?

A Events are reasonably robust across the channel and enterprise areas. What's working is highly targeted, vendor- or topic-specific events. What is a tougher sell is generic. This has been a trend for a long time, though. In July, we are running our second CIO/IDC Summit, a joint venture between the two organizations, and we already have the cornerstone sponsors for this in place. We're also starting to promote a series of smaller vertical events with IDC that involve Web video, white papers, leads and print advertis-

continued on page 6

Social Intensity audit

continued from page 1

build these sites with big expectations that people will gather, and they hope the conversations align with what IT buyers want in terms of peer-to-peer conversations. "While social media optimization is great, the ultimate goal is to integrate it into the vendor's corporate lead generation and nurturing strategy. They need guidance, and IDG is well-positioned to assist."

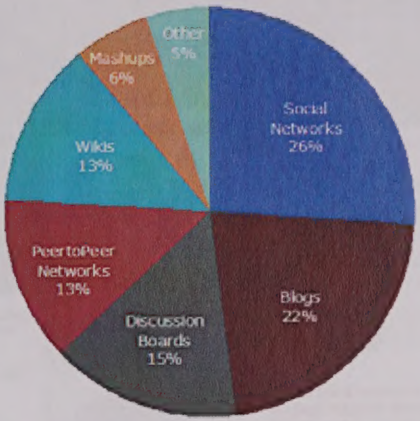
IDG Connect has conducted close to 1,000 content audits over the past year to help IT companies identify and analyze the effectiveness of content assets, such as white papers and webcasts, they've created to bring in leads. Cutitta said his group is now taking the expertise they've developed in that arena and putting it to work in the social media environment.

The staff recently conducted its own research, under the direction of **Bob Johnson**, vice president of IDG Connect's Content Optimization Practice, on IT buyers' preferences for different types of social content as an information source in the buying process. Overall, the research showed social content (i.e., peer-generated content) is the most relied-upon information source – more than vendor content or editorial content -- for IT buyers who report its use across most buying stages.

"Vendors want to confirm that the use of social content is real with it comes to IT investment decisions, and our research shows that this is the case and that the trend will continue two years from now," Johnson said. "Vendors need to have a place in all three content options, and they need to combine them in the best ways to reach a particular audience."

For the new social intensity audits, IDG Connect spends two weeks mapping an organization's online social profile across 30 criteria. In terms of social content, for example, the team looks at the content mix on the vendor's Web site: is it posted print, rich media or dynamic? Is the focus technical, tactical or strategic? Is a vendor providing visitors connections from their content to other relevant content? In terms of social activities, can visitors participate in a variety of ways, such as browsing as well as sharing information?

IDG Connect can provide clients insight into whether or not the facilitation and moderation of conversations on their discussion boards keeps people on track. The team can asses what percentage of the time the conversation is relevant to the topics the vendor would like to see visitors spend time on or if it's relevant to other pieces of the conversation that have gone on previously. They can also track if user-generated content is strategic (such as best-practices sharing) or tactical (such as peer-to-peer technical specifications about how to implement a technology).



Respondents to an IDG Connect survey were asked how much weight they would give in overall importance to these social content alternatives during the IT buying process.

Cutitta acknowledged that though a vendor should be able to do this kind of self-assessment, the bureaucratic layers within an organization sometimes make that difficult, and it's easier for a client to hear what needs to change from an independent authority. "Plus, all of our findings are leveraged on the body of knowledge that we have about what IT buyers say they want," he said. "That's the secret sauce."

Comparison to competitors

The team will compare the client's baseline results to target audience preferences, based on IDG Connect research, to identify gaps, strengths and opportunities with a numerical rating for each area. Ratings can be compared with a selected group of competitors.

"A strong foundation with the social media the vendor controls plays well into areas they don't necessarily control," Cutitta said. "They can get customers engaged actively so they can close more business."Audits can also assess vendor engagement in external communities such as Facebook, YouTube and LinkedIn groups to provide better linkage to the broader social network.

"We'll tell a client that needs to adjust their social content mix, 'Regardless of who you have a relationship with, you need to do something!' But sometimes their revised strategy naturally gravitates back to IDG, and we can set them up with the relevant IDG business unit to help them reach their audience."

Interest in these new audits has been "very, very high," Cutitta said, both from U.S. clients as well as several already in the U.K. and Italy. Clients interested in the social intensity audit will be referred through the publishing business units, IDG Corporate Sales or IDG Global Solutions. IDG Connect Europe VP **Matt Smith** will coordinate client requests outside the U.S.

Write to frank_cutitta@idgconnect.com.

Cutitta, IDG Connect listed in FOLIO 40

The 2009 edition of FOLIO's annual list of industry influencers and innovators includes IDG Connect General Manager **Frank Cutitta**.

The FOLIO 40, which the company calls "the oldest, most comprehensive and most distinguished magazine industry compilation of its kind," features individuals who best represent an increasingly multifaceted media landscape.

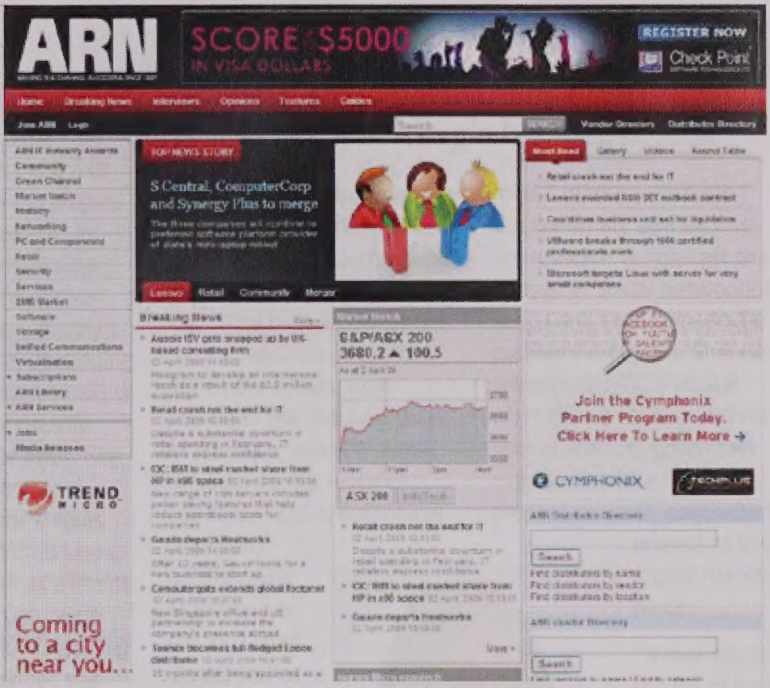
Cutitta was one of 10 "Director-level Doers" and recognized for his team's work in managing the growth of the IDG Connect database, which has contributed 100% business growth to IDG over the past three years.

"Lead-gen is the promised land for many publishers, but IDG Connect is making it a reality," the online profile read.

View the complete list at www.foliomag.com/2009/2009-folio-40.

ARN redesign

continued from page 1



S Central, ComputerCorp and Synergy Plus to merge

ARN's in-house managed redesign features easier navigation, updated colors, headlines and a new logo and new sections that emphasize community involvement.

position in the industry through things like the ARN IT Industry Awards," Searle said. "Our Community section is a more informal way of bringing people within the IT industry together."

The section includes:

- "yARN," a staff-written ARN blog, a news, opinions and events section. "We have also started asking select industry representatives to provide content for the blog and will continue to expand on this," Searle said.
- A forum about market issues and opportunities.
- A weekly quiz (the winner gets a case of beer "for Friday night office drinks," Searle said).
- A multimedia gallery highlighting some of the industry's social and networking events, including awards and galas, both ARN-specific (such as its IT Industry Awards night) and third-party events for the channel community, distributor conferences, product launches and reseller-led functions. "We're also including slideshows featuring both light and more serious content, such as our weekly news roundup," Searle said.

The new Fight Back '09 section is aimed at demonstrating ways the local IT industry continues to be successful despite the troubled economy. "ARN's mantra has always been to help make the IT channel successful," Searle noted. "Rather than just focus on negative stories, we wanted to recognize organizations that are winning business and achieving positive outcomes in the face of the downturn by giving them a thumbs-up for their efforts." Fight Back '09 sits within the site's Market Watch section and predominately features news and news analysis stories.

Asked why these site changes were necessary, Searle said, "Having secured our position as the leading brand for the Australian channel, we are ensuring we dominate our online competitors, particularly CRN." She added that ARN is looking to engage its community on every level. "While we are concentrating on the right content mix with new sections such as Community, we are also taking advantage of broader online tools such as multimedia and forums. By opening our site to more user content through commentary and blogs we are reaching out to our community and giving them a voice."

Searle said the site redesign began at a regular staff meeting on ways to improve ARN's online presence, then moved to doing mock-ups to determine the look and feel of the new site sections and color schemes. "We managed it all in-house," she said.

Key players in the site redesign were ARN Editor **Nadia Cameron** and Deputy Editor **Trevor Clarke**. Associate Publisher **Jessica Ross** worked closely with the online team, led by Online Director **Pascal Hakim**, while the site design itself came from Senior Web Designer **Kelvin Tse**.

ARN's page views have topped 300,000 for the first time last month, "which we are over the moon about," Searle said. "That's a 21% increase since October." Unique page views have topped 70 000, "a massive 52% increase" over six months. "What's more our community is spending much more time on our site, and this has escalated since the refresh of our homepage, which we think is helping readers to navigate the site more easily."

Searle also pegged growth to improved Google search-engine optimization, social-media optimization through Google News and incrementally though external referral traffic via blogs and aggregation sites such as Whirlpool.

"We have also seen consistent numbers of readers participating in our weekly quiz competition as well as significant rise in the number of people now posting comments on articles and in our forums," Searle added.

Write to susan_searle@idg.com.au. WU

> *"The new Fight Back '09 section is aimed at demonstrating ways the local IT industry continues to be successful despite the troubled economy. "ARN's mantra has always been to help make the IT channel successful. Rather than just focus on negative stories, we wanted to recognize organizations that are winning business and achieving positive outcomes in the face of the downturn."*
>
> *— Susan Searle, president & publisher, ARN*

noteworthy people

New employees

Previously sales manager at LinkedIn.com, **Stacy Byrne** joins **CIO** magazine as online regional sales manager. She holds a B.S. in communications from Bradley University in Peoria, Ill., and enjoys going to concerts and movies and learning about pop culture and social media. *sbyrne@cio.com*

IDG WORLD UPDATE

Byrne

Lindsay Hodgins is **IT World Canada**'s new audience marketing specialist. She was previously a marketing coordinator in Sydney with SAP Open Business Objects Australia, working with the Asia Pacific and Japan SAP marketing director and four country managers to prepare and deliver campaigns. In Toronto she is responsible for monitoring and analyzing results of the company's e-newsletters and developing and implementing campaigns and tactics to continually improve response rates. She holds a B.A. with honors in communications studies from Canada's Wilfrid Laurier University as well as a Professional Branding Certificate from the Canadian Marketing Association. A runner, she completed a half marathon last year and "hopes to survive a full marathon over the next year, crossing the line while still conscious and smiling." *lhodgins@itworldcanada.com*

Hodgins

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

One on one

continued from page 3

ing. In September 2009, we'll run the third year of the ARN Awards which is our largest and most prestigious event. Last year we had more than 500 attendees, solid sponsorships and got fantastic feedback from attendees.

Q **What keeps you up at night?**

A We're a small business unit of 60 people. So keeping the company on track isn't an abstract thing; you personally know the people who rely on you to get the strategy right. It's also tough to clearly define a metric for No. 1 in the events and online space where revenues aren't as externally visible as they are in a magazine. So making sure that we aren't missing revenue opportunities is also a priority. Ultimately, we have a really strong team of great people with great ideas, and that will position us well for the inevitable uptick.

At some point, hopefully not too far away, we're expecting advertisers will queue up to throw money and flowers at us.

Meet your colleague

IDC analyst introduces clients to social networking's business side

IDC's **Caroline Dangson** attributes her success as a social media research analyst to her prior jobs in marketing. "The biggest challenge for my research program right now is that most people in the industry think of Forrester when it comes to social media research," she said. "IDC is beginning to register on the radar. Marketing is still ingrained in me, so I'm aggressively seeking ways to get IDC's name out there by alerting the press of upcoming research, speaking at industry events and participating on Twitter."

Based in Framingham, Mass., Dangson is responsible for research publications and business development for two IDC programs, Digital Marketplace and New Media Watch and Digital Marketplace: Social Media.

"Social media is the most exciting and interesting research topic I could imagine," she said. "I can have fascinating conversations with everyone, even my mom and dad, about social networking because it's such a popular online activity."

Dangson tracks major events, trends and revenue opportunities related to consumer and enterprise social media markets. She conducts primary and secondary research to forecast the consumer social networking space and enterprise social platform providers. She also coordinates IDC's Digital Marketplace Special Interest Group, inviting colleagues outside the core team to present research conducted related to the digital marketplace.

IDC Social Media Research Analyst ***Caroline Dangson.***

"While there is a lot of hype out there, social media will fundamentally change the way we communicate personally and professionally which has broader implications for the development of people and business," she said. "There are so many questions surrounding social media that my role as an analyst is validated daily. I could not ask for a more powerful topic to research."

Dangson joined IDC just over three years ago. She won an IDC marketing award in 2007 for her work on IDC's Directions event, and this year collected IDC's Rookie of the Year award for research excellence - "a highlight of my professional career," she said.

To read more about Dangson's work and what she does away from the office, see this profile on www.idgcentral.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25

Valerie Sancelmente
Enterprise Services Group

21

Rick Pastore *CXO Media*

15

Fredrik Agrén *IDG Sweden*

14

Henry Morris *IDC*

13

Yoshida Satoshi *IDG Japan*

12

Mimura Yoshiko *IDG Japan*
Elisa Della Rocco
Network World
Katarina Strömberg *IDG Sweden*
Paolo Lombardi
Nuov@Periodici Italia

11

Daniel Cardamone *IDC*
Joanna Nilsson *IDG Sweden*
Daniel Behrens *IDG Germany*

10

Lauren Costello *CXO Media*
Maro Eremyan
Enterprise Services Group
John Fontana *Network World*

9

Frank Wang *IDG China*
Bill Cappel *Mac Publishing*
Joakim Allwin *IDG Sweden*
Manuela Eue *IDG Germany*
Margherita Bertoncelli
Nuov@Periodici Italia

8

Gregory Ireland *IDC*

5

Helen Tian *IDG China*
Vivia Liu *IDG China*
Rodney Gedda *IDG Australia*
Jacqueline DiPerna
Network World
Michael Fletcher *IDC*
Lewis Ward *IDC*
Daniela Konicki *IDG Germany*

4

Banni Shen *IDG China*
Grace Moy-Ng *CXO Media*
Iveta Hanclova *IDG Czech*
István Dervenkár *IDG Hungary*
Endre Kis *IDG Hungary*

3

Nan Li *IDG China*
Raymond Ho *IDG China*
Caroline Keough
Network World
Michael McGoldrick
Network World
Yuvisa Muga *IDC Peru*
Wil Schultz *PC World*
Catherine Cromley *IDC*
Rebecca Swensen *IDC*
Encarnacion Gonzalez
IDG Spain
Marion Hoisl *IDG Germany*

2

Joyce Dunnells *CXO Media*
Adam Dennison *CXO Media*
Erika Karr *CXO Media*
Kathy Georgiyevskaya
Network World
Eric Hatcher *IDC*
Laura Ames *IDG Connect*
René Ribeir
Now!Digital Business
Marta Carcia *IDG Spain*
Cristina Redondo *IDG Spain*
Stephen Gao *IDC China*
Zoltán Balla *IDG Hungary*
Eszter Bödör *IDG Hungary*

1

Winston Wang *IDG China*
Xiang Huang *IDG China*
Amy He *IDG China*
Kathy Zhang *IDG China*
Cara Ventura *IDG Australia*
Trish Stephen *IDG Australia*
William Brenner *CXO Media*
Timothy Gallagher *IDC*
Daniel Harrington *IDC*
Joshua Boyle *IDC*
Kelly Marrin *IDC*
Cristian Jeria *IDG Sweden*
A.J. Abella *IDG U.K.*
Christoph Bosshard
IDG Switzerland
Dennis Wilman
IDG Netherlands
Patrick Peeters
IDG Netherlands
Neville Chan *IDC Australia*
Toby Chen *IDC China*
Lucky Kusumaningtyas
IDC Indonesia
Adren Lim *IDC Singapore*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

Coming up

CIO Perspectives Forum
A CXO Media event
April 22
New York City
www.cio.com

The CIO Leadership Event Revitalizing Business with Strategic IT
A CXO Media event
May 3-5
Ponte Vedre Beach, FL
www.cio.com

IT Roadmap
A Network World Event
May 6
Boston
www.networkworld.com

US Media Management Institute
An IDG Corporate Training Program for middle- and senior-level functional managers
May 19-21
Boston
Contact: laurie_butson@idg.com

CIO of the Year Conference & Awards
An IDC and IDG event
May 25
Copenhagen
Denmark
www.idc.com

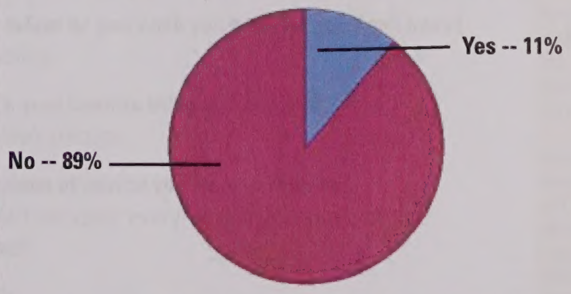
Electronic Entertainment Expo
Produced by IDG World Expo
June 2-4
Los Angeles Convention Center
Los Angeles
www.e3expo.com

CIO Perspectives Forum Local Connections on Global Issues
A CXO Media event
June 10
Chicago
www.cio.com

Cloud Computing Forum
A Computerworld event
June 16
Santa Clara, Calif.
www.computerworld.com

Question of the Week results for April 6

Have you ever posted a video on YouTube?



Log on to www.idgcentral.com to vote on this week's question:
If you Twitter, how many people do you follow?

IDC Germany address change

IDC Germany in Frankfurt relocated to the following address on April 1:

Hanauer Landstr. 135-137
5th Floor
60314 Frankfurt
Germany

Tel: +49-69-90-5020
Fax: +49-69-90-50-2100

celebrating 10!

China Computerworld's ***Hu Ying*** *and IDG Chairman* ***Pat McGovern****.*

Name
Hu Ying

Home
Beijing

Joined IDG
Dec. 28, 1998

Career path since joining IDG
Dec. 1998-Feb. 2004, Editor, China Computerworld (CCW); March 2004-Dec. 2005, Chief Editor, Network and Telecommunication section, CCW; Jan. 2006-Dec. 2006, Chief Editor, Products and Market section, CCW; Jan. 2007-present, Chief Editor, No.2 Editorial Department, CCW and assistant editor in chief of CCW.

Current title
Chief editor, No.2 Editorial Department, China Computerworld and assistant editor in chief.

What's kept you at IDG for 10 years?
I like the job of being an editor as well as a reporter. I like to see news happening every day.

Most challenging part of your job
Persuading my boss to accept my ideas.

What talent do you wish you had that you don't have?
Dealing with complicated relationships.

Best piece of advice you've ever received
Learn to be a decent person, and learn to handle affairs ethically.

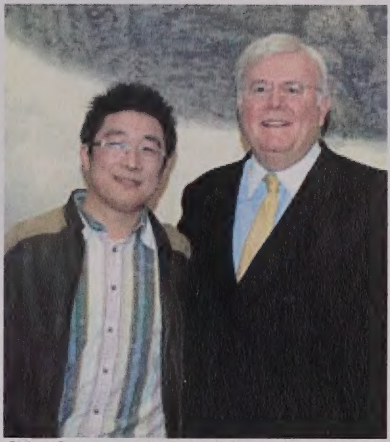
Interests outside the office
Mountain climbing and reading.

Family
My husband Zhang Zhijian.

Pets
A goldfish named Big Yellow.

Manager's profile
"As the director of the editorial department, Hu Ying has accumulated iimpressive professional resources. She handles IT reporting and professional contacts in the IT industry very well. She is an earnest and low-key person, and I think she is an outstanding content manager."

— Sun Ding, editor-in-chief, China Computerworld



China Computerworld's ***Jia Xiucheng*** *and IDG Chairman* ***Pat McGovern****.*

Name
Jia Xiucheng

Home
Beijing

Joined IDG
Nov. 27, 1998

Career path since joining IDG
Nov. 1998-Jan. 2006, Art Designer, Editorial Department, China Computerworld (CCW); Feb. 2006-Jan. 2008, Vice Director, Editorial Department, CCW; Feb. 2008-present, Art Director, CCW.

Current title
Art Director of CCW. I am in charge of the style of layout design of the newspaper and other design work.

What's kept you at IDG for 10 years?
A good working environment.

Most challenging part of your job
Constant creativity.

What talent do you wish you had that you don't have?
Sociability.

What's your favorite thing on your desk?
My wife's photos.

Best piece of advice you've ever received
You can conquer everything if you can conquer yourself.

Family
My wife Kou Ranran and my four-year-old daughter Jia Zixuan.

Manager's profile
"The cover and layout is the key to a newspaper. It demands that the art editor have high professional standards as well as loyalty to the newspaper. Jia Xiucheng is such an outstanding 'beautician' who has devotedly led his team by his precise, professional and loyal working style over the past 10 years. He is full of inspiration and creativity. He is a treasure to our newspaper."

— Wu Ping, deputy editor-in-chief, China Computerworld

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Davy Adams *IDG Australia*
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Bob Johnson *IDG Connect*
Karen Ren *IDG China*
Susan Searle *IDG Australia*
Howard Sholkin *IDG Communications*
Joji Tatsugi *IDG Japan*

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International Data Group is the world's leading technology media, events, and research company. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers. Media brands are in more than 90 countries and include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. The company's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, OpenSource World, E3 Expo, DEMO, Storage Networking World, and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. Additional information is available at http://www.idg.com.

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CIO East Africa to serve region's emerging senior IT execs

English-language monthly fills need for tech, leadership information

CIO East Africa made its debut in March with plans to "fill the yawning gap for a dedicated source of business technology and leadership information" in the local market and the early reports are promising, according to **Harry Hare**, director of the African eDevelopment Resource Centre, IDG's new Nairobi-based publishing partner (see sidebar).

The English-language monthly is currently circulating in four of the five countries that comprise East Africa: Kenya, Uganda, Tanzania and Rwanda. Eventually, Burundi will be added to the mix as its IT market develops and the French-speaking nation increasingly adopts English for business, Hare said.

The CIO East Africa team (l-r): ***Harry Hare****, managing director of African eDevelopment Resource Centre;* ***Humphrey Odhiambo****, managing editor, CIO East Africa;* ***Carolyn Kanana****, marketing manager;* ***Wangechi Gatere****, subscription manager;* ***Andrew Karanja****, marketing director;* ***Vincent Wambua,*** *marketing manager; and* ***Alex Owiti****, senior writer.*

continued on page 4

IDC MEA attracts top execs with high-end CIO Summits

Two-day conferences held in Dubai and Sun City, South Africa

The team behind the IDC CIO Summit (l-r): ***Rajmohan Ramdoss****, graphic designer;* ***Walaa Hassan****, conference executive;* ***Christine Villano****, conference executive;* ***Joriza Antazo****, conference executive;* ***Sughand Tolani****, conference project manager;* ***Romela Rodrigo****, conference executive;* ***Deepa Ahuja****, conference specialist;* ***Diya Bhopani****, conference executive;* ***Ronita Bhattacharjee****, conference director, Middle East, Africa & Turkey;* ***Jely Gonzales****, conference executive;* ***Shabana Mahadiwala****, conference manager, Middle East; and* ***Vishanti Coutoncar****, conference executive.*

Building on the success of last year's debut event, IDC Middle East and Africa held two CIO Summits earlier this year. The two-day conferences, held two weeks apart, took place for a second time in Dubai, United Arab Emirates, and, for the first time, in Sun City, South Africa. Dubbed Reflections and Innovation Ahead, the agendas for both conferences, while tailored to local audiences, focused largely on the current economic crisis and its impact on the IT industry.

Once again, IDC pulled out all the stops to create a very high-end, personalized event that focused squarely on the concerns of attendees, noted **Ronita Bhattacharjee**, conference director, IDC Middle East, Africa & Turkey. IDC MENA (Middle East and North Africa) CIO Summit 2009 was held at Atlantis, The Palm, Feb. 8-9, and attracted 117 CIOs and other senior IT executives; and IDC Africa CIO Summit 2009 was held at the Sun City Resort, Feb. 24-25, with 79 CIOs and IT executives in attendance.

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in brief

IDG News Service test drives Twitpic at international auto show

*IDG News Service Online Video Producer **Nick Barber** reports from the New York International Auto Show.*

The IDG News Service recently delved into a new technology area and experimented with Twitpic, an application that enables photosharing on Twitter, to promote it.

IDG News Service Online Video Producer **Nick Barber** was at the New York International Auto Show last week reporting on electric and hybrid vehicles for news stories and World Tech Update (WTU), the video recap of the week's technology news (www.idg.com/wtu), both of which are available on www.idgns.com.

Twitpic photos teased the upcoming World Tech Update.

"We haven't done video coverage of this show in the past, and it was a great opportunity to see some new technology," Barber said.

In addition to shooting video for WTU, Barber used his cell phone to take pictures of several cars. He e-mailed them to a special e-mail address that posts the pictures on Twitpic (http://twitpic.com/3bbmv), which then automatically adds them to World Tech Update's Twitter feed (www.twitter.com/worldtechupdate).

"This was the first time I used Twitpic during a show, and I thought the pictures would be a good tease to what would be coming up on World Tech Update," Barber said.

Before heading to the auto show, Barber posed a question to the feed's 200-plus followers: "Going to be at the NY Intl Auto Show on Mon and Tues...what do you want to see? Tell us!" One follower responded saying that he wanted to learn about wifi and networking options in cars. Barber tweeted back, referring the follower to a news story posted last June on PC World (http://tinyurl.com/cvfqxy).

Barber started the Twitter feed in January 2009 for IDG editors and visitors to IDG Web sites around the world to find out what would be coming up on each week's World Tech Update. Since January there have been a steady stream of new followers on Twitter. More than 20 IDG affiliates post World Tech Update on their sites — among them Techworld Netherlands, Network World, PC World Greece, Macworld and IDG Poland. WU

blogs

Several IDG colleagues are writing blogs on IDG Central sharing thoughts and experiences on topics ranging from new developments in mobile technology to training, online product development, audience development and Web publishing. Check out these excerpts from recent posts and visit www.idgcentral.com to read more and join the conversation.

What to do about Facebook?

Galen Gruman, executive editor, features and news, Infoworld.com

Web 2.0 just keeps trying to make a case for itself. Loosely categorized as Web-based communication and collaboration technologies, Web 2.0 technologies continue to tickle the fancy of local TV journalists, technically hip 20-somethings, and pundits. Middle-aged editors like me just don't get it. Yet there's a desire in the publishing world to figure out something to do with Web 2.0 technologies such as Facebook and Twitter. We at IDG are certainly among those trying to come up with something that ultimately leads to revenues, through some sort of reader engagement.

And that's the rub. Social sites such as Facebook have tons of engagement, but no significant business from it. There have been dozens of stories over the years on why advertisers don't want to expose their messages in a free-for-all, often rude and profane, environment. But from very first discussion boards in the 1980s, the Web's various social networking venues have attracted destructive, negative people who tend to pollute the social environments they enter. But legally, when a publisher starts exercising editorial controls, it's on a slippery slope of accountability — and the labor needed to do such monitoring is massive.

One approach is self-policing, where other participants can vote bad citizens off the island. This concept makes sense to me, but the community has to be passionate enough to do this work, not just drift off somewhere else. So value is critical. That's a nut I don't believe any of us has cracked. I suspect that passion means small, tight communities — not mass-scale ones — and thus a play for owning multiple deep niches that requires nurturing and deep community involvement. Which takes time and people few publishers have any more. Perhaps associating with existing communities is the way to go (something InfoWorld's Editor-in-chief **Eric Knorr** has been exploring).

IDC US mobile advertising forecast

Christina Briscoe, International sales director, IGS

IDC has released a forecast and analysis for the U.S. mobile advertising market. Not only gives this report insight into the size of the various mobile submarkets such as display, search, coupons or sponsorships but it also features an essential guide on future formats and developments in the area.

Download the report from Briscoe's blog.

Surviving and thriving

Laurie Butson, director, IDG Training and Development

We are certainly in times like we've not seen before, both challenging and exciting. Between the world around us, the economy, and our evolving industry, there's a lot going on. We collectively want to get through these times as best we can and come out stronger than before. To that end, we've complied a variety of resources that may be helpful. Recognizing that everyone's needs and situations might be different, the resource list is organized by easy to access topic areas. Focus in on the areas that are of most need for you right now... WU

one on one

the interview

John O'Malley
The CEO of IDG Connect and IDG List Services and president of IDG Global Solutions Worldwide is this week's columnist. Reach him at john_omalley@idg.com.

> *"Our businesses are under increasing pressure from our customers requiring greater ROI of their programs, thus the IDG global database is also the lifeblood of our collective future."*

Q What is IDG Connect?

A IDG Connect provides an engaged audience of high-quality technology professionals, influencers and decision makers in the form of lead generation and other services to technology companies and their agencies. The IDG Connect database comprises some two million individuals who have registered to use IDG publications, research, events and Web sites as strategic resources for IT and technology information.

Q Why is this database so important to the future of IDG?

A Data is the core of all businesses. In the publishing world we have seen huge shifts in traditional print-based publications, newsstand sales, online, events and broadcast-based solutions. What underpins every one of these platforms is user engagement. That data is the lifeblood of our business, in terms of understanding their needs, requirements and what products we should use to enrich that experience. In some cases, publishers became complacent, focusing on product development whilst neglecting data development. Our audience is Web 2.0, perhaps even Web 3.0, which means that their needs and requirements are continuously changing. Our businesses are under increasing pressure from our customers requiring greater ROI of their programs, thus the IDG global database is also the lifeblood of our collective future.

Q Is demand for international leads increasing?

A The increasing pressures global IT companies have for sales revenues during a declining economy has resulted in a proportionate increase in demand for international leads. The misperception in the marketplace, and to a degree internally, is that these leads are less valuable than their domestic counterparts. In fact, the exact opposite is true. Because of challenges with strict privacy policies in many countries, international names in IDG databases are actually priced at a premium. What might be a $60 lead in the U.S. could easily be a $120 lead in other international markets. The fact that our names are associated with strong brands, as opposed to farmed names with no brand affinity, permits us to command additional premiums. IDG Global Solutions helps us maximize this advantage. Over the past year, the monetization of international leads has been fastest growing revenue stream in our business.

Q How is the Connect model is being extended?

A The database part of the business is expanding into a combination of local IDG in-country databases, the international subset of IDG Connect's database, and more recently an aggressive effort to recruit complimentary databases from outside media/database companies. Our goal is to have the largest international database network in the information technology category. This will parallel and complement IDG Tech Net's expansion in the online media area. The mission is to provide clients with performance-based solutions that aggregate internal and partner database audiences on a country, regional and global basis. Our "Connect in a Box" program provides internal and external partners with a means of starting a sophisticated lead generation business as part of a highly respected global network with little upfront investment.

Q What is IDG Connect International?

A We have now set up IDG Connect International, which is a business unit focused on building a robust lead generation business to all countries outside of the U.S. This is undertaken by looking to work with our country partners, to build stronger brand alignment for the Connect brand whilst growing the international lead generation revenue for all business units. A large number of countries already have strong local lead generation products, which is great news for our global ambitions and IDG's expansion. Connect International is there to support, share knowledge and grow our collective businesses. The impact of the international business is evident in that we have so far run programs to approximately 40 different countries including most Middle East regions. In addition to this, we are expanding our content audit capabilities on a global scale, something all countries can become involved with. It is exciting to note that in Europe, Middle East and Africa our collective database (Connect and IDG countries) has grown to over three million names.

Q Is IDG Connect's content optimization practice being extended around the world as well?

A The Connect content optimization practice was international from the start. The model is somewhat different as global clients want to analyze their content in hopes of leveraging it around the world. Many of the audits that Connect has done have analyzed the cross-cultural aspects of the content assets in order to determine how they are aligned with local market conditions. These international audits are based on extensive content consumption research conducted in key international markets. For example, Connect just completed a comparative study on the content needs of IT buyers in the increasingly important BRIC countries (Brazil, Russia, India and China) and can be compared with the U.S. experience. You read just last week in World Update (April 13 issue) about the expansion to audit social media as another exciting opportunity for IDG. WU

CIO East Africa

continued from page 1

Despite the global economic recession, Hare said the time is right for CIO East Africa. "First, the market is now mature enough," he said. "We have seen IT go from being the domain of geeks who never left their air-conditioned computer rooms to the responsibility of IT managers who now sit in board rooms advising board members on how best IT can contribute to a company's bottom line." Additionally, he noted, there has been a vacuum in the sector. "CIOs in our region have never had a platform where they can easily get information, share lessons learned and/or just keep abreast of the latest happenings within the sector. And so we are excited that CIO East Africa will provide this platform and the response so far, is very encouraging."

Distribution for the highly targeted publication will be through a combination of controlled and paid circulation, Hare said, adding that these two forms of circulation are easier to control and result in less waste in the form of magazine returns common with newsstand sales. He said his team is leveraging the African eDevelopment Resource Centre's resources including a database of CIOs in the region, all of whom received the first two issues. "We have already started getting qual cards from others who have seen pass-along copies," Hare said.

Advertisers are taking note as well. Although there are many business publications in the region, these magazines are not particularly focused on serving the IT sector, Hare explained. However, he said, because there was no publication that could deliver messages to the sector, IT companies have used these publications to market their products and services. "We were actually pleasantly surprised when we got an advertisement from Microsoft in the first issue and Seacom [a fiber-optic bandwidth wholesaler] in the second edition," Hare said. "We expected a wait-and-see attitude from most advertisers, who normally would thaw after the fourth issue."

Hare said that his team has made presentations and had meetings with most of the big players in the local market and expects to be getting their support in the coming months. "Like in other parts of the world, advertisers are picky right now but we are confident of being sustainable in just a few months, once we gain the confidence of the market. We have a niche and with the IDG brand behind us, we are confident of being attractive to advertisers," Hare said.

"As in other parts of the world, East Africa's IT sector is feeling the effects of the global financial crisis and all that comes with it," said **Humphrey Odhiambo**, editor of CIO East Africa. "CIOs are expected to do more with less. They have smaller budgets for upgrades, new projects and staff. This is probably the key concern for CIOs in East Africa. We will address this concern by sharing best practices from across the globe with them.

"Our partnership with IDG and its global network and products provides us, and by extension, them, the opportunity to read what other CIOs are doing around the world. We plan to share with the CIOs in our region resources and information that will help them navigate through these tough times."

The publication, said Odhiambo, highlights ICT investment opportunities, intellectual property and trends of the converging technologies. "Through such authoritative information, the investors get business leads and end users make informed choices."

A CIO East Africa Web site should be live within a month, Hare said. Although it is modeled after the CIO U.S. site, it will initially offer somewhat fewer resources — "We have to start walking before we run!" noted Hare, adding that he and his team received invaluable help from IDG Publishing Services' Senior Developer and Network Manager **Don Botts** in the creation of the site.

IDG's East African publishing partner a trusted resource for government, corporate clients

The African eDevelopment Resource Centre was founded by Andrew Karanja and **Harry Hare** four years ago to provide specialized training, consultancy and research services to the corporate world including government. Its training programs have been very successful and have attracted participants from 22 African countries in the last two years.

The Centre has helped the East African community secretariat develop a framework for eGovernment that was adopted by the East African council of ministers, the highest decision making body in the EAC. It has also assisted the Commonwealth of Learning to conduct research on the use of ICT in education in six African countries.

"We have, in a very short time, managed to position the Centre as a key partner in the use and adoption of ICT in the region, and publishing CIO East Africa is yet another milestone for the Centre," Hare said.

Coming up

The CIO Leadership Event
May 3-5
Sawgrass Golf Resort & Spa
Ponte Vedre Beach, FL
www.cio.com

IT Roadmap
A Network World Event
May 6
Boston
www.networkworld.com

US Media Management Institute
An IDG Corporate Training Program
May 19-21
Boston
Contact: laurie_butson@idg.com

CIO of the Year Conference & Awards
An IDC and IDG event
May 25
Copenhagen, Denmark
www.idc.com

Electronic Entertainment Expo (E3)
June 2-4
Los Angeles Convention Center
www.e3expo.com

CIO Perspectives Forum
Local Connections on Global Issues
A CXO Media event
June 10
Chicago
www.cio.com

Cloud Computing Forum
A Computerworld event
June 16
Hyatt Regency Santa Clara
Santa Clara, Calif.
www.computerworld.com

Next Generation Data Center (NGDC)
Aug. 10-13
Moscone Center
San Francisco
www.ngdcexpo.com

OpenSource World
Aug. 10-13
Moscone Center
San Francisco
www.opensourceworld.com

IDC CIO Summits

continued from page 1

The IDC team at the gala dinner celebration at the Sun City summit. From left: ***Theresa Eshiet****, conference manager, West Africa;* ***Pondo Koetle****, research analyst; a former IDC conference executive;* ***Nicola Quinn****, country manager, IDC South Africa;* ***Nono Matsaung****, conference specialist;* ***Diya Bhopani****, conference executive;* ***Ronita Bhattacharjee****, conference director, Middle East, Africa & Turkey;* ***Deepa Ahuja****, conference specialist. Standing in back:* ***Themba Rikhotso****, research analyst.*

As they did last year, IDC organizers relied heavily on face-to-face and telephone interviews with CIOs to ensure that the agendas reflected their key challenges and priorities for the year. "It was the strength of the content of the conferences that attracted CIOs to both summits," Bhattacharjee said. "Delegates from both regions felt invested in the events even before they got there."

CIOs also received personalized, face-to-face invitations from IDC conference organizers. The invitation process began seven months prior to the summits as these individuals have their calendars booked 12 months or more in advance, Bhattacharjee said, noting that because of the relationships formed at the 2008 MENA Summit, it was far easier to reach those potential delegates this year.

MENA CIO SUMMIT
Reflections and Innovations Ahe
An Exclusive Invitation - Only Even
IDC MENA CIO SUMMIT 2009
DELL

Shabana Mahadiwala*, conference manager, Middle East, with an attendee.*

Both conferences featured an international lineup of IDC speakers as well as senior executives from a number of client companies including IBM, Oracle, Alacatel Lucent, and McAfee.

IDC speakers included:

- **John Gantz**, chief research officer and SVP, IDC.
- **Frank Gens**, senior VP of research, IDC.
- **Thomas Meyer**, VP, Systems and Infrastructure Solutions Group, IDC EMEA.
- **Martin Canning**, VP, European Software & Services Research, IDC EMEA.
- **Steven Frantzen**, SVP, EMEA Research and managing director, CEMA Region.

Most of the CIOs in attendance placed a high value on the ability to interact with CIOs from other regions, Bhattacharjee said. "For example, a CIO from the banking sector in Kuwait wanted to interact with a CIO from the same sector in Qatar. They wanted to exchange best practices and were interested in peer-to-peer networking," she said. Both summits featured two panel discussions among CIOs who focused on The Skills Challenge and Aligning IT to the CXO's Agenda.

The MENA Summit featured 24 partners and the Africa Summit had 18 partners that underwrote everything from the cost of the venues to printed invitations, meals, raffle gifts, airline travel and hotel accommodations for attendees, and outdoor marketing campaigns. "Both Summits yielded close to 40% gross margins so they were profitable despite the economic downturn," Bhattacharjee said.

For more information, visit www.idc-cema.com, select Events and then Archive, or contact Ronita Bhattacharjee at rbhattacharjee@idc.com. WU

Frank Gens*, senior VP of research, IDC, was a speaker at both summits.*

IDC forecasts healthy growth for IT sector in Middle East, South Africa

IDC forecasts the IT market in the Middle East and Africa (MEA) region will grow by nearly 17% in 2008 to reach an approximate value of US$51.70 billion. IT hardware will continue to represent the bulk of IT spending in 2008, with a share of almost 69%,while IT services (just over 20%) and packaged software constitute the remainder of spending in the region. IDC expects overall spending to reach almost $80 billion by the end of 2012.

The South African IT market is expected to grow by 10.3% in 2008 to total $11.76 billion. The South African IT market is maturing and evolving into a services-based industry as vendors establish partnerships in an attempt to differentiate themselves from the competition. IDC expects IT spending in the country to increase at a CAGR of 8.5% through 2012 to total $16 billion. Various projects have been started in preparation for the 2010 FIFA World Cup event in South Africa with investments in IT infrastructure by both the public and private sectors.

noteworthy

New employees

Doran

Randy Doran joins **GamePro Media** as East Coast sales director. He was previously a senior sales representative with Newsweek and holds a B.S. in economics with a minor in business management from East Stroudsburg (Pa.) University. In his free time he enjoys "sand and snow" — beach volleyball and skiing. *rdoran@gamepro.com*

Account Manager **Hannah Bradshaw** comes to **IDG U.K.** from Imagine Publishing where she held a similar title. She holds an honors B.A. in advertising and marketing from Bournemouth (U.K.) University and enjoys music, travel and learning to snowboard. As a child she was in the chorus of "Joseph and the Amazing Technicolor Dreamcoat" during its run in London's West End. *hannah_bradshaw@idg.co.uk*

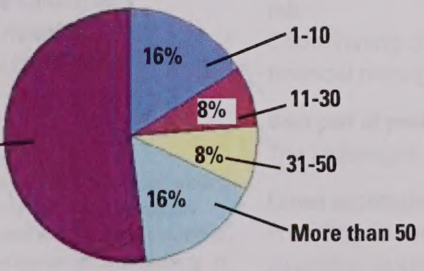
Et cetera

Andrew Smart, **Fairfax Business Media** director, recently attended his first meeting as a member of the Federation of the Periodical Press' (FIPP) Asia-Pacific Council. FIPP is a global magazine association, and its Asia-Pacific council advises the FIPP Management Board on existing and proposed FIPP events and activities in the region. Fairfax Business Media is an IDG licensee that produces CIO Asia, MIS Asia, and Computerworld in Singapore and Malaysia. *asmart@fairfaxbm.*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Question of the Week results for April 13

If you Twitter, how many people do you follow?



Log on to www.idgcentral.com to vote on this week's question:
Have you ever had a Digg.com account?
Suggestions for these questions are always welcome; write to world_update@idg.com.

Check your name in the IDG Directory

A new profile feature in the online IDG Directory (www.idgcentral.com) enables employees to include their photo, work skills and outside interests. If your name is not in the directory, send your name, title, business unit and e-mail to victoria_shoemaker@idg.com.

CIO Asia on the role of women in IT wins regional MPA award

CIO Asia won the award for Best Cover/Feature Story in the trade magazine category at the first Magazine Publisher's Association of Singapore awards ceremony on March 24.

Published under license by Fairfax Business Media (FBM) Asia, the magazine circulates to senior business executives in Singapore, Malaysia, Hong Kong and across Asia Pacific.

FBM Asia Online Editor **Zafar Anjum** wrote the article, "The Femme Factor: Asia's Enterprise IT Bucks the Trend," (http://tinyurl.com/d8ruat)and FBM Designer **Neha Sane** created the September 2008 cover.

According to the cover story synopsis: "Tradition would have it that information technology is a male-dominated industry and profession, particularly in the patriarchal society of some Asian countries. But examining the latest research provides a different story."

The MPAS judging panel included publishers from the Asia Pacific council of the global publishing association International Federation of the Periodical Press, including experts from Indonesia, India, Hong Kong, Taiwan, and the Philippines.

Write to CIO Asia Editor ***Ross Storey*** *at rostorey@fairfaxbm.com.*

Employees gain access to Massachusetts Innovation and Technology Exchange

IDG is now a corporate member of the Massachusetts Innovation and Technology Exchange (MITX), and local employees can take advantage of the association's resources, events and networking site. To learn how employees can benefit from IDG's other media and professional association membership, see Professional Membership Associations under the Employee Resources tab on www.idgcentral.com.

Founded in 1996, the Massachusetts Innovation and Technology exchange (MITX) is an industry association for the Internet business & marketing industry. Reaching more than 7,500 professionals in New England, MITX is the community for thought leadership, building business relationships and professional training and development. Members of the MITX community take advantage of events, sponsorships, speaking opportunities and networking to make business connections and exchange ideas. With more than 60 events annually, MITX members can promote their companies to targeted audiences and provides a valuable forum for networking to source potential business leads, partnerships, ideas, funding and other like-minded peers in the industry. More information can be found at www.mitx.org and on the organization's social networking site, www.mitxexchange.org.

To join IDG's membership and receive information on upcoming events and opportunities send an e-mail to info@mitx.com with your name, e-mail (will be used as your login) job title, phone number and a preferred password. MITX will then add you to the membership and send a confirmation e-mail.

IDG contact: **Kellie Smith**, online office coordinator, Online Publishing Group, ksmith@idgcommunications.com.

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25

Penny Winn *IDG World Update*

20

Frank Cutitta *IDG Connect*

17

Christian Christiansen *IDC*

14

Naoyuki Sakai *IDG Japan*
Lynn Wright *IDG U.K.*
Martina Reger-Voelzing *IDG Germany*

10

Jennifer Malkasian *CXO Media*
Peter Short *IDC*
Natasha Tan *IDC Singapore*

9

James Motch *PC World*
a Esseen *IDG Sweden*

8

Anna Demetriou *IT World Canada*
David Parker *IDC*
Vanessa Bradnam *IDC U.K.*

7

Stephen Sauer *Network World*
Mitsuyuki Tachihara *IDC Japan*

6

Ana Chin *IT World Canada*
Nobuyki Sakata *IDC Japan*

5

Luciano Crippa *IDC Brazil*
Melissa Bambauer *IDC*

4

Sue Krenek *PC World*
Scott Lundstrom *IDC*
Jerome Drevet *IDC France*
Carolina Hernando *IDG Spain*
Eva Au *IDC Asia/Pacific*

3

Katherine Layng *Network World*
Yasmin Ranade *IT World Canada*
Robert Meffan *IDC*
Kathy Toffoloni *IDG*
Kyung-Mi Hwang *IDC Korea*
Puneeta Verma *IDC Center for Consultancy and Research/India*

2

Akia Ramsay *IDC*
Mukesh Dialani *IDC*
Jason Chen *IDC China*
Asha Suresh *IDC Center for Consultancy and Research/India*

1

Rohan Pearce *IDG Australia*
John Busse *IDG U.K.*
Carolina Franciscon *Now! Digital Business*
Reinaldo Silotto *Now! Digital Business*
Rodrigo Caetano *Now! Digital Business*
Bastiaan Welmers *IDG Netherlands*
Louise Kambanellis *IDC Australia*
Gloria Li *IDC China*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

Calling all photographers!

The IDG World Update editors are looking to identify employees worldwide with access to digital cameras who are willing to serve as on-call photographers at their business units.

If you would be willing to take an occasional photo of a newly hired colleague, an event happening at your office or employees being profiled in a World Update story, please write to world_update@idg.com.

celebrating 10!

*IDG Chairman **Pat McGovern** hosted IDG China Financial Controller **Bing Zheng** at a lunch in Beijing in honor of her 10 years of service to the company.*

Name
Bing Zheng

Home
Beijing

Joined IDG
June 1, 1996

Career path
June 1996-May 2001, financial manager; since 2001 financial controller, IDG China.

Current title
Financial controller, IDG China.

Most challenging part of your job
Coordinating conflicts in financial management.

Best part of your job
The challenges.

Latest accomplishment
Providing financial and accounting support in contracts with Reed Business Information.

I joined IDG because
I like IDG's decentralized management style and "Let's try it" attitude.

Best piece of advice you've ever received?
"Be patient."

Person from whom you've learned the most about leadership?
[IDG China Chairman] Hugo Shong.

Interests outside the office
Traveling around the world.

Family
My 23-year-old son Ben.

Most rewarding thing you've ever done at work
Standardizing the working procedures in IDG China Financial department.

Favorite way to work off stress
Having a fine meal.

What skill do you wish you had that you don't have?
Nice handwriting.

Manager's profile
"Bing Zheng is responsible for keeping IDG China/Asia's financial systems on track, handling all financial aspects of IDG's operations in China and assisting the IDG International Controllers' Office with various financial matters. She is earnest, hard-working, reliable, and I am proud to have her as a key member on our team."
— Hugo Shong, president & CEO, IDG China

celebrating 10!

Name
Jean Gasbarro

Home
Holliston, Mass.

Joined IDG
July 1998 as IDG Directory Coordinator at IDG International Publishing Services

Current title
Licensing Manager. I manage relationships between IDG and the 47 (or so) international licensees. I help find new partners, negotiate contracts, and get them set up with everything that IDG provides its licensees.

Best part of my job
No two days are the same.

Job perk
Free soda! Travel to countries outside the "usual" like Macedonia, Estonia, Latvia, etc.

Career highlight
Being one-third of the committee that planned, coordinated and oversaw the Global Product Support Center meeting in Lisbon last October where over 200 IDG employees from around the world gathered to network and listen to their colleagues share ideas, thoughts and plans.

I joined IDG because
I couldn't get a job in a library in Massachusetts when I first moved here, so I expanded my search to any job listing that had the word "library" in it and found the directory position at IDG. I thought I would stay for a year and then return to a traditional librarian position.

One thing I've learned during my tenure at IDG
Those who leave the company in search of more money or better perks eventually end up back at IDG, with a new perspective on what is important.

Interests outside the office
Travel and photography are my two biggest interests, with gardening a close third. I went skydiving for the first (but not the last!) time last year. I enjoy hiking with my dog, kayaking and playing Guitar Hero.

Family
My husband Pasco.

Accomplishment at work I'm most proud of
Winning the Corporate Boviard Star Award twice.

Skill I wish I had
Speak, read, and understand Spanish fluently.

First job?
Senior citizen sitting. Growing up we had an elderly neighbor who lived with her daughters. She had an aide during the day, but there was a two-hour period that she was alone and her daughters asked if I would stay with her until they got home from work.

Jean Gasbarro *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner at Boston's Aujourd'hui restaurant honoring her 10 years of service to IDG.*

What it taught you?
I learned to listen and that the best way to learn about history is firsthand, from someone who has lived through it. I also learned that old people aren't scary or mean; sometimes they are scared and lonely.

Favorite celebrity encounter
I once saw George Carlin trying to flag a cab in NYC in the rain. He wasn't having much luck.

What others can't tell just by looking at me
I briefly went to military school, voluntarily.

If I won the lottery tomorrow, I would
Quit my job, sell the house and with my husband travel around the world and when we finished, I'd go again and again…

Five people living or dead I'd Invite to dinner
Hugh Laurie, Katherine Hepburn, Amelia Earhart, Ernest Shackleton, Elvis Costello (in hopes that he will bring his wife too).

Manager's profile
"Jean is one of those employees who come around only rarely. She is extremely smart and one of the hardest workers I've had the pleasure to manage. She has a very difficult job working with more than 45 licensing partners in almost 50 countries. Jean needs to understand all the business issues of the day, along with the cultural issues that make working in a truly global environment so challenging. Jean has become one of IDG's global experts and a resource many in IDG rely on heavily.

—Jim Sullivan, vice president licensing and operations, IDG International Publishing Services

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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John O'Malley *IDG Connect*
Karen Ren *IDG China*
Jim Sullivan *IDG International Publishing Services*

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International Data Group is the world's leading technology media, events, and research company. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers. Media brands are in more than 90 countries and include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. The company's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, OpenSource World, E3 Expo, DEMO, Storage Networking World, and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. Additional information is available at http://www.idg.com.

IDG World Update

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WWW.IDGCENTRAL.COM

InfoWorld.com redesign has multiple intents

New 'sites within a site' are created around emerging technologies

'Modernization' was the central tenet of the redesign of InfoWorld's Web site (www.infoworld.com), which went live earlier this month four weeks early and under budget.

KELLIE SMITH

*Some of the many staff members who worked on the InfoWorld.com redesign. Top row (L-R): **Colin Lauver**, Web developer; **Ray Anderson**, CTO; and **Wayne Yii**, senior online designer. Front: **Austin Matthews**, Web systems administrator; **Matt Goebel**, executive producer; and **Kevin Gerich**, Web Development Manager. (Missing: **Johanna Himes**, project manager and QA engineer; **Gail Fogel**, QA associate; **Presh Costales**, lead online designer; **Brandon Brown**, producer; **Chris Lin**: senior Web developer; and **Mike Dorrell**, Web developer.)*

Overhauling the site served as a chance to not simply address how the site's content was presented and organized but to clarify its mission for readers and clients, as well as build a modern site infrastructure, according to **Martha Connors**, SVP and general manager, Online for the newly formed IDG Enterprise Group. Last updated eight years ago, the latest revamp took nine months to carry out.

"InfoWorld has an existing and growing audience of innovators specifically interested in technologies to help them modernize their enterprise," Connors said. "They are the visionary decision makers looking to bring transformative technologies into their business."

Chief among the redesign team's concerns was addressing the change in users' online behavior. "Online readers are going more often to smaller, personality-driven sites to engage with content and peers," Connors said. "There is the core InfoWorld site, but we are also creating 'sites within a site' that are created around emerging technology that invoke passion and controversy."

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CIO.nl rounds out IDG Netherlands portfolio

IDG Netherlands completed its B2B portfolio with this month's launch of CIO.nl, a site that will serve senior IT decision makers within the 600 largest companies in the Netherlands and the advertisers that wish to reach them.

"When you view the IT market as a pyramid, with the system administrators and developers at the bottom, moving up to IT managers in the middle and ending with the CIO, we lacked a Web site that served the very top of this pyramid. Advertisers were asking for an outlet that allows advertisers to directly engage in conversations with the CIO audience," said **Tom Sanders**, group editor-in-chief, business to business.

CIO.nl will focus on the various roles and responsibilities of the CIO in business, technology and leadership, Sanders said. "The CIO as a member of the management team, the CIO as a technologist, and the CIO as an individual in a management role. Each story should be highly applicable to one of those three areas." The site will feature a monthly interview with a Dutch CIO, daily features and a "Best from CIO International" section featuring a selection of news briefs culled from the IDG News Service each day.

*"We lacked a Web site that served the very top of the pyramid," said **Tom Sanders**, group editor-in-chief, b2b.*

Sanders said the sales team will focus on selling sponsorships as opposed to traditional advertisements on the site.

The team was able to build the new site in record time because of some tough

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CIO Germany hosts special event, networking lounge at CeBIT *page 2*

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One on one: CIO Pakistan's Rabia Garib *page 3*

Celebrating 10: IDG International Publishing Services' Jim Sullivan *page 8*

newsworthy

in brief

Attendance grows at SaaS World

Six of the eight IDG Japan staff members who traveled to the Osaka event catch up at the show office. From left: SaaS World Sales & Marketing Associate ***Masanori Yamamoto****, Operations Specialist* ***Minori Tanji****, IDG Event Business Unit Manager* ***Masato Tsuchiya****, SaaS World Show Manager* ***Tada'aki Nishida****, Lead Generation Business Manager* ***Naomi Otsuki****, SaaS World Sales and Marketing Associate* ***Masato Kaneko****.*

IDG Japan organized the second annual SaaS World in Osaka on April 8, which attracted 963 attendees out of 1,119 pre-registrants. Last year's event drew 688 visitors.

"This year's response convinced us that the software as a service model is becoming a much more common method of software deployment, even in smaller cities outside of metropolitan Tokyo," said SaaS World Manager **Tada'aki Nishida**.

The 25 sponsor companies included Panasonic, NTT Communications, Google, Oracle and Synergy Marketing. The next SaaS World will be held in December. For a list of IDG Japan's upcoming events, go to www.idg.co.jp/english/event.html.

Write to Director, Event Business Megumi Okamoto at mokamoto@idg.co.jp. WU

CIO Germany hosts CeBIT events

IDG Germany Managing Director ***York von Heimburg*** *(far left) was among the IDG Germany staff at the CeBIT "meet and greet" event.*

CIO Germany invited 50 CIOs to a "meet and greet" event at last month's CeBIT trade show where they could mingle with well-known personalities from the business and political world. The staff also teamed up with Hannover Messe and other partners to create the event's first CIO Executive Club. Conveniently located in the middle of the CeBIT site, the lounge served as a networking and relaxation retreat for more than 500 CIOs and executive IT decision makers. The club earned rave reviews and will likely be repeated at CeBIT 2010.

Write to CIO/Computerwoche/TecChannel Executive Producer ***Carla Johann*** *at cjohann@idgbusiness.de.* WU

IDG Netherlands establishes year-long sales training academy

When IDG Netherlands Sales Director **Patrick Vernack** officially joined the company in January after serving as an interim consultant, his first assignment was to assess and restructure the company's sales force to help team members better respond to today's rapidly changing IT media market.

"Today's market demands highly flexible and well-trained sales professionals who can partner with prospects and establish long-term relationships," Vernack said.

What came out of the assessment was the need for a more continuous training and coaching program, Vernack said. And so, at the end of February, the company launched the IDG Sales Academy, a year-long series of one-day training sessions and one- to two-hour coaching sessions that are largely customized to the individual needs of each of the nine members of the sales team.

The main objective of the program, Vernack said, is to focus on consultative selling, presentation, maintaining long-term relationships with advertisers and agencies and, in the end, "to professionalize our sales department and improve results."

The group's three sales leaders will participate in the program as well, with training sessions, such as situational leadership and coaching, that complement those of the sales reps. "The sales leaders are expected to have an active role in making this program successful from a coaching and leadership standpoint," Vernack said.

IDG Netherlands Sales Director ***Patrick Vernack*** *and Wendy Grandjean of Identity Training & Coaching.*

The first step was a series of individual intake sessions conducted by the trainer with each of the sales reps designed to identify each rep's strengths and weaknesses. The trainer then accompanied each rep on two client visits to assess their performance and help him tailor the training program to meet the individual needs of the various team members.

Among the topics planned for future sessions are self-leadership, need analysis and handling client objections.

In addition to the primary goal of helping the sales team gain valuable skills, Vernack noted, "We are also convinced that an excellent Sales Academy can play an important role in our attractiveness as an employer when hiring new sales staff.

Write to pvernack@idg.nl. WU

the interview

one on one

Rabia Garib
The editor-in-chief, Publication, Online and Events, CIO Pakistan, is this week's columnist. Reach her at rabia.garib@ciopakistan.com.

At-a-glance

Year Rasala Publications was founded 1998

Titles published CIO, CMO, CEO, CSO

Number of employees 14

"Until last year, Pakistan had the fourth largest population on Orkut [a social networking site run by Google] and today has more than 175,000 registered users on Facebook. Almost 90 million Pakistanis (approximately half the population) now have access to Web-enabled cell phones."

Q Can you briefly describe the current state of IT integration in Pakistan?

A Pakistan is in a very interesting place as far as ICT is concerned. Amongst the IT companies, the expertise and range of offerings has definitely increased. There are more companies focusing on the enterprise space, with local industries expanding their range of services to keep up with a growing customer base. There are also more startups focusing on thin client and cloud computing, introducing a new wave of solutions that can be easily deployed and used.

This growth in IT-enabled services has experienced a significant boost in the past year. Government and private sector initiatives to introduce ICT in the past 15 years as part of primary education has helped an entire generation of tech-savvy individuals to enter the working class. Until last year, Pakistan had the fourth largest population on Orkut [a social networking site run by Google] and today has more than 175,000 registered users on Facebook. Almost 90 million Pakistanis (approximately half the population) now have access to Web-enabled cell phones, making people ever more dependent on IT.

Sure, there is a long way to go. Once the political and economic situation settles down, there will be multi-million rupee projects up for grabs initiated by the government and large-scale private enterprises. For Pakistan to compete in the global economy, its companies must become more resilient, robust, scalable and efficient. Technology integration is the only way this will happen.

Q How did your company get involved with IDG?

A I met with Jim Sullivan [VP of licensing and operations at IDG International Publishing Services] at the IDG office in May 2007, one of my final meetings during my two-month Eisenhower Fellowship, to explain to him why we were so keen on working with IDG in Pakistan. Pakistan might be small compared to other markets, but the amount of growth we have experienced in the past decade, and the potential for more, has been driven by the IT and telecommunications sector. After a series of e-mails and phone calls, we finally signed a license for a CIO Pakistan publication in October 2007, and I attended the Global Product Support Center meeting held that month in Boston.

We launched CIO Pakistan with a print circulation of 8,000 copies, distributed through one of Pakistan's largest bookstore networks and other online partners that make it easy for readers to subscribe online and have the magazine delivered to their offices. Because we're very focused on the online version of CIO as well as the CIO Pakistan WebStudio, we push content through all delivery channels and enable a converged audience to access CIO content through text, images, video and audio.

Q Does Rasala employ mostly female employees?

A There are a lot of young women who work with us. Although this is not intentional, I do know from having worked in other organizations previously, it is difficult to find a comfortable working environment for women here in Pakistan. It is important for families to also feel comfortable with who runs the organization, and if we can play our role in creating in an ecosystem where women can be encouraged to work, why not?

Q What's the competitive landscape like for CIO Pakistan?

A There are a number of IT magazines, but our focus from the time we started Rasala Publications was on the local market. With CIO and CXO Pakistan, our focus is on a niche enterprise business-technology market. Through the regular content feedback that we receive from the companies we cover and what we hear from the readers, we know the kind of coverage we're providing is filling a void that enables greater appreciation of the progress the industry is making. Content-wise, we don't find much competition.

Q Can you talk about your event strategy?

A With the current downturn, our focus is to develop as many events as possible since advertisers and sponsors are not keen to spend on print across any trade vertical. However, events give them a direct connection with their audience. CIO Pakistan is looking at developing customized, good quality and competitively priced events to which we are getting a healthy response.

So far, we've had the CIO Launch Technology Pioneer Awards '08, a CSO Roundtable on disaster management, the CIO YearAhead'09 along with a tri-city CIO Blogger Meetup Series. We have a number of focused events planned in the next three months including one for telecom and an annual B2B Showcase, at which point we'll have completed our first year of CIO in Pakistan. We plan to run all of these events annually. Because of our expertise in treating content the way we do, the events bring value to the participants, who, in return, add value to future issues of the

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InfoWorld.com

continued from page 1

New on the site are10 Topic Centers — Applications, Architecture, Data Management, Green IT, Hardware, Mac, Networking, Open Source, Storage and Windows — listed under Technologies in navigation bar.

There are also six subject-specific channels, which Connors called "Topic Centers on steroids. They have more content, a host blogger and threaded discussions." The current six channels reflect InfoWorld's strengths — Cloud Computing, Developer World, Mobilize, Security Central, Virtualization and Adventures in IT. Each Channel is essentially a portal into the site's content on that subject, collecting news, features and reviews and is hosted by a freelance blogger who is a user or expert on the subject. "InfoWorld has always had the mission of using industry peers," Connors said. The channels also give advertisers a way to reach readers interested in that topic.

Connors said channel topics can change as the industry changes. "When InfoWorld realizes there is a technology or issue that is emerging or controversial that people are passionate about we can create a channel around it."

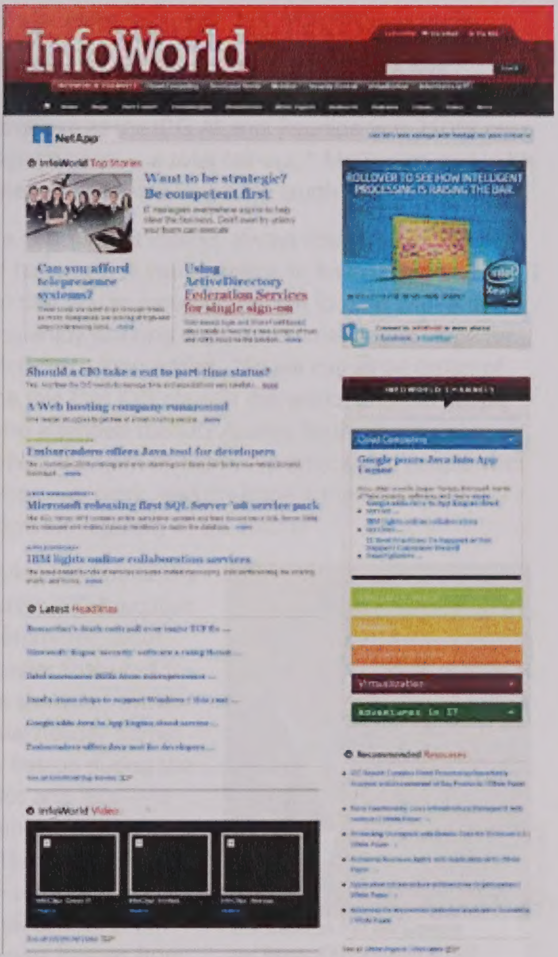
According to Connors, InfoWorld has a strong reputation of being a site where people who are experts in their IT field cover emerging technologies. "The old site, which was long in the tooth and confusing to users, wasn't doing a good job of reflecting that. While our content strategy hasn't changed with the new site, we wanted to emphasize that InfoWorld is a site with a sense of community, where people getting excited about issues," she said, citing InfoWorld's 2008 Save XP online petition, which drew more than 200,000 signatures.

Hot topics provoke more discussions

"This was an opportunity for us to organize the site around issues, not just have a site sliced into generic topics," she said. "We address the topics that are hot enough that we think will get people participating in more discussions about how to modernize their own technology."

Connors said the modernized site was built on a different platform than in its previous iteration. "We leapfrogged the technology and didn't build on the previous site's architecture. We took what we wanted and added new technologies, building it in open source Drupal code, which gives us much-improved, less complex tools for both the site editors and for sales opportunities."

Roundarch, a Web design and consulting firm did two months of user research that resulted in "a clear sense of shared objectives and the resources that would be needed to achieve them," said **Eric Knorr**, editor-in-chief. The design, by Airbag Graphics, is more open, engaging and accessible, according to Knorr, and Optaros helped build the site architecture with a major assist from IDG's Online Publishing Group.



InfoWorld.com includes six subject-specific channels: Cloud Computing, Developer World, Mobilize, Security Central, Virtualization and Adventures in IT. Each channel is essentially a portal into the site's content on that subject, collecting news, features and reviews and is hosted by a freelance blogger who is a user or expert on the subject.

"Our biggest challenge was that our eyes were bigger than our stomach," Connors said. "We did a lot of reduction of scope, tossing out blue-sky wishes that often make sites far too complex." Among the key IDG players, Connors said, were Knorr; Computerworld and InfoWorld VP, Group Publisher **Gregg Pinsky**; Online Publishing Group CTO **Ray Anderson**; and Online Publishing Group Executive Producer **Matt Goebel**.

The site was launched in "live beta fashion, and its editors will be ironing out kinks and adding new features over the next months," Connors said.

Write to Martha Connors at mconnors@idgcommunications.com.

Former IDG employees organize reunion to reconnect

U.S. gathering attracts more than 200 onetime IDG-ers from 12 states

JULIE LEVESQUE

*Network World presidents through the years: CIO's **Gary Beach**, Evilee Thibeault Ebb, now at TechTarget; IDG Enterprise's **John Gallant** and Colin Ungaro, now at F&W Publications.*

Proving that IDG ties are long, strong and deep, more than 250 former and current employees reconnected and reminisced at the first IDG Alumni Reunion, held April 16 in Newton, Mass.

Former Computerworld Executive Vice President Steve Woit spearheaded the idea and coordinated the sold-out event with fellow alumni Kathy Dinneen (IDG Research Services), Paul Gillin (Computerworld), Deb Goldstein (IDG List Services), Mary Doyle Kelly (Computerworld), Kevin McPherson (Computerworld), Dennis Philbin (IDC), Bill Sell (IDG World Expo) and current IDC Senior Vice President **Clare Gillan**.

IDG WORLD UPDATE

Alumni Barbara Sullivan (IDG Research Services), Tom Vahey (IDC) and Deb Goldstein (IDG List Services).

"IDG alumni often get together in smaller groups around the country, and they always have a great time remembering and sharing their experiences at the company," Woit said. "With the unprecedented changes in the media, market research, conference and exposition businesses in recent years, it seemed like an ideal time to provide an opportunity for IDG alumni to meet and renew personal and professional connections."

Attendees came not only from east and west on the Mass Pike (Boston and Framingham, respectively), but from 11 other states, including California, North Carolina and Virginia.

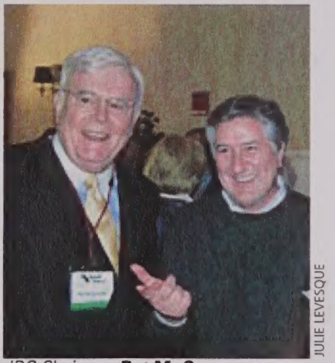
LEVESQUE

Steve Woit (Computerworld) and Bill Sell (IDG World Expo) were among the former employees who organized the event.

"There are so many people that I haven't stayed in touch with at IDC and IDG, and it was great to see so many of them last week and catch up," said Gigi Wang, formerly of IDC and now with TNS, a global market intelligence company. "And, of course, it's always special to see **Pat** and Lore [**McGovern**] and all the business unit leaders. The night was one that I'll remember for a long time."

"It's great evidence of the IDG spirit that connects us all that while attendance at other events is way down from expectations due to the recession, attendance at the IDG Alumni Reunion was 250% over expectations — a total sell-out," McGovern said in his brief remarks, drawing a big laugh from the group.

He also said his mother always told him "The secret of happiness in your career is to have something to do that you're proud of, people to do it with that you enjoy working with, and something to hope for.' McGovern then added, "So we can all be proud of the role that IDG plays in the world, and the people who attended the IDG Alumni Reunion certainly reflect the spirit of friendship among the people with whom we work, and my hope is that this event will continue regularly in the future!"


JULIE LEVESQUE

*IDG Chairman **Pat McGovern** and former IDG President & CEO Kelly Conlin,now chairman/CEO with NameMedia.*

Following one of the classic IDG Executive Committee spoof movies that used to be shown at the annual holiday parties in Boston during the '80s and '90s — a James Bond-esque "The Man from IDG" — attendees watched a slideshow of employee images from years past.

"I have so many fond memories of working for Computerworld and IDG that I didn't want to miss the chance to reconnect with old friends and colleagues," said Glenn Rifkin, now an independent journalist and author. "When I saw Pat McGovern's name on the guest list, that was all I needed. I think Pat is one of the great unsung corporate leaders in our country as well as a good friend. The chance to see him again and say hello was motivation enough to attend. It was a great evening in every way."

"We hope that the first IDG Alumni Reunion will encourage others to hold reunions around the country, in California and elsewhere," Woit said. "The IDG alumni network is a very powerful community of which we are all very proud to be a member. We encourage colleagues to sign up for the IDG Alumni Group on LinkedIn to stay in touch."

View photos from the event on Flickr at http://tinyurl.com/davvnn; a slideshow of selected photos is also on IDG Central.

Write to Deb Goldstein at idgalumnireunion@gmail.com.

noteworthy people

New employees

Pamela Peng is **IDC China**'s new human resources manager, serving the Beijing, Shanghai and Taiwan offices. She has worked in human resources for BHP and Siemens and comes to IDC from APCO Worldwide where she was human resources manager for China. A graduate of Beijing Foreign Studies University, she has a major in English, as well as a certificate of academic completion for an M.B.A. series in human resource management from Beijing's Fesco University. Her hobbies include classical and contemporary literature, music and movies. *ppeng@idc.com*

IDC Philippines has hired **Allan De Leon Francisco** as a research editor, responsible for providing support to the EMEA Publishing Services and Technologies group. He was previously a technology writer for the Manila Bulletin. A graduate of the Divine Word Seminary in Tagaytay City, Philippines, he holds a B.A. in philosophy. Outside the office he enjoys music, guitar playing and writing. *afrancisco@idc.com*

Also new at **IDC Philippines** is Associate Research Editor **Kristine Anne Bien**. Besides editing documents she will provide analyst support through education and training on IDC research architecture. Prior to joining IDC she was a journalism and research writing teacher and taught basic photography to high school students. She has also been a photojournalist for a local community newspaper and most recently worked as a senior copywriter for an online gaming site. She holds a degree in developmental communication and journalism from the University of the Philippines, Los Baños, and her interests include photography and cooking. *kabien@idc.com*

IDG WORLD UPDATE

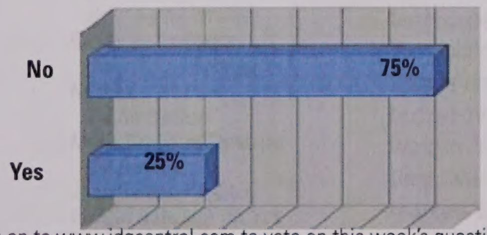
McHugh

CXO Media has hired **Michelle McHugh** as a regional sales manager based in San Francisco. She held a similar title at her previous job with Accela Communications. A graduate of the University of Iowa with a B.A. in political science, she enjoys running, hiking and cooking, noting "I finally perfected my grandmother's pasta sauce from Sicily." *mmchugh@cxo.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Question of the Week for April 20

Have you ever had a Digg.com account?



Log on to www.idgcentral.com to vote on this week's question: **Will MySpace regain its dominance under its new CEO?**

CIO.nl

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technology decisions that were made last year, Sanders said. At the time, IDG Netherlands chose to switch to a new technology platform for future Web sites, which was built from the ground up. The development process took a lot of effort, but is now paying off in a big way. "This allowed us to largely base CIO.nl on the framework that was built for Webwereld (which launched a new Web site last January). By maintaining a similar back end for both Web sites, development time was reduced by more than 50% from the original estimate," he said, adding that the same platform will be used for an upcoming redesign of Techworld.nl later this year.

*Other members of the CIO.nl team include (top): **Volkert Deen**, associate editor; (bottom left): **Sander van de Graaf**, senior developer; and **Herman Mantel**, publisher, b2b.*

While the site is new, IDG Netherlands has been serving the local CIO community for several years, primarily in the form of invitation-only CIO dinners that bring small groups of CIOs together to network and get educated on relevant industry trends. "These events have been very successful and are highly appreciated by those attending," Sanders said, "and we intend to maintain that invitation-only policy to retain the exclusivity of these events."

For more information, contact Tom Sanders at tsanders@idg.nl.

The IDG Netherlands porfolio

The IDG Netherlands lineup includes the following brands:

Computer!Totaal (b2c) print and online (computertotaal.nl)
Tips & Trucs (b2c) print and online (tipsentrucs.nl)
Gamez.nl (b2c) online
Gadget.nl (b2c) online
Zoom.nl (b2c) print and online
Channelworld (b2b) print and online (channelworld.nl)
Webwereld.nl (b2b) online
Techworld.nl (b2b) online
Infoworld.nl (b2b) online
CIO.nl (b2b) online

Check out the IDG classified ads

Looking for a place to spend your next vacation? Check out the "For Rent" section in the classified ads on IDG Central. You can post your own for sale/rent ad as well.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19

Ruggero Vota
Nuov@Periodici Italia

18

Nilde Meregalli
Nuov@Periodici Italia

17

Trace Weatherford *IDC*
Rosa Guerinoni
Nuov@Periodici Italia
York von Heimburg
IDG Germany

16

Mary Dolaher *IDG World Expo*
Karine Paoli *IDC U.K.*

14

Jeroen den Haan
IDG Netherlands
Klaus Krabbe *IDG Denmark*

13

[illegible]zki Daoud *IDC*
Cornelia Neft *IDG Germany*

12

Michelle Fuller
IDG Enterprise Services Group
Anders Elbak *IDC Denmark*

11

Henrik Almén *IDG Sweden*

10

Curtis Price *IDC*
Francesco Pignatelli
Nuov@Periodici Italia

9

Akira Honma *IDG Japan*
Atsuo Yamamoto *IDG Japan*
Masatoshi Ono *IDG Japan*
Dagmar Schuetze *IDG Germany*
Daniela Braun
Now! Digital Business

8

Scott Ellison *IDC*
Annette Berg *IDC Denmark*

7

Kevin Brodie *IDC*

6

[illegible] Borthwick
IDG Global Solutions EMEA
Linda Grier *IDC U.K.*

5

Stephen Loynd *IDC*
Shirley Ba *IDC China*
Raymond Huo *IDC China*
Jacky Wan *IDC China*
Rene Heuser *IDG Germany*
Daniel dos Santos
Now! Digital Business

4

Christina Richmond *IDC*

3

Helena ter Voort *IDC Benelux*
Marina Beale *IDC Australia*
Aishwarya Kapoor
IDC Thailand
Manfred Riepl *IDG Germany*
Maarten de Kwaadsteniet
IDG Netherlands
Akiko Kawakami *IDC Japan*
Daniel Shaw
IDG Tech Network U.K.
Mark Hattersley
Macworld U.K.

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Jonathan Bassett *IDC*
Daniel Hirsh *Network World*
Cindy Lang *IDG China*
Christopher Holmes
IDC Singapore
Daniel Feith *IDG Germany*
Fabio Tancini
Now! Digital Business
Hitoshi Ichimura *IDC Japan*
Merete Midtgaard
IDG Denmark
Marie Jerbrant *IDG Sweden*
Lars Dobos *IDG Sweden*

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Patrick Graham *IDC*
Dymtro Sochnyev
IT World Canada
Jonathan Andersen *PC World*
Dorthe Meyhoff Jensen
IDC Denmark
Melissa Martin *IDC Australia*
Fong Yang Chua *IDC Malaysia*
Barry Lim *IDC Malaysia*
Ayon Das
IDC Center for Consultancy & Research/India
Dieudonnée Trenidad
IDG Netherlands
Ivone Alves
Now! Digital Business
Rafael de Camargo
Now! Digital Business
Michaela Amrein
IDG Switzerland
Maria Brøndum Forsberg
IDG Denmark
John Delaney *IDC U.K.*
Giorgio Nebuloni *IDC U.K.*
Henrik Bodin *IDG Sweden*

One on one

continued from page 3

magazine with their commentary and input. Advertising, as I just said, is a challenge for all companies in this economic crunch, and we try and make the events return more value for the sponsor's dollar or in this case rupee. The audience knows that IDG is a brand — we simply want to make sure they experience it.

Q Do you use social networking tools to engage your audience?

A Social networking tools are very important for sharing information. Because we believe in engaging the audience, we use a combination of tools to not just promote our events and content but also get people involved in the editorial. There is a CIO Pakistan group on Facebook and LinkedIn, and we have regular tweets (#CIOPakistan and twitter.com/rabiagarib) about what we're up to. In the recent CIOYearAhead '09, we invited bloggers to live blog (through CoverItLive - you can read the transcript here: http://ideashut.com/idea/cio-pakistan-yearahead-event/) and tweet (#ciopakistan09) about the event.

Q How are you working with the local blogger community?

A Bloggers are opinionated and actively generate content. A great challenge in a market like Pakistan is that while people do a lot of work, nobody has time to sit and write about their work. With the dearth of trade journalists, the world will eventually look to bloggers to find out what is going on. Our hope is to engage the blogger community so that more content can be generated about Pakistan, and as they get more exposure the corporate community will automatically turn to them. Corporate blogging is not something that has picked up here. We hope to bring about the change.

Q What are the key challenges to growth you face in your market?

A We have the same challenges that other countries have. The financial crunch and an unstable global economic situation have frozen budgets everywhere, and Pakistan is certainly not exempt from the same environment. At a micro level, each country has its own set of challenges, and the corporate media generally shows only one side of the story. That's why supporting the blogger community is so important so people have access to all sides of the story. Despite the political challenges, we've been able to be consistent. People aren't keen on spending money in the downtime, but we hope to continue to bring value to our audience. If we can continue to publicize their projects during the downtime, we do believe they will remain loyal to the brand when markets open up again.

celebrating 10!

Name
Jim Sullivan

Home
Westford, Mass.

Joined IDG
May 1994, Staff Accountant

Current title
VP Licensing & Operations. I manage the IDG license portfolio, which consists of 46 partners in 44 countries producing local Web sites/publications/events using our worldwide brands.

Most challenging part of my job
Keeping up to date on market conditions in 40-odd countries and staying closely in touch with all our partners. Traveling internationally upward of 30% to 40% of the year can be difficult as well.

Best part of my job
Developing relationships with people I work with from all over the world.

Job perk
I get to travel to some very interesting places that I'm sure I would never have the chance to visit on my own.

Latest accomplishment
Keeping quiet during my daughter's road test for her driver's license. As a parent in Massachusetts you can go along for the driving test, but if you speak up and try to help that is grounds for failure of the test.

Memorable moment at work
Having our old Turkish partner walk right into the floor-to-ceiling glass panel in my office after he had a little too much *raki* at lunch. Thank goodness the glass didn't break, and the only damage was one embarrassed Turk.

What's kept me at IDG for 10 years
The opportunities I've been given to grow both professionally and personally.

Best compliment I've ever received on my work
One of our license partners is an old Ziff Davis licensee, and after a few months of working with our group they said how much happier they were to be working with IDG.

One thing I've learned during my tenure at IDG
Good things happen to those who work hard and stay humble.

Accomplishment at work of which I'm most proud
Being part of International Publishing Services where we have made plan each year I have been here.

Interests outside the office
Family, sports, local politics.

***Jim Sullivan**, of IDG International Publishing Services, was the guest of IDG Chairman **Pat McGovern** at a dinner at Boston's Aujourd'hui restaurant celebrating his years of service to the company.*

Family
My wife Lori and I have two daughters: Stephanie, 16, and Jessica, 13.

Most rewarding thing I've ever done
Help raise two really great daughters who make life special every day.

Dream destination
I've been to almost 50 countries so my dream destinations are mostly places in the U.S. I haven't been yet.

First job
As a teenager I had mostly outdoor laboring jobs like paving roads, construction, demolition, etc.

What it taught me
Getting a college degree would be a really good idea!

Most prized possession
Harley Davidson Fatboy motorcycle

Favorite gadget
iPod and Macbook. I'm a newly converted Apple fanatic.

Favorite vacation spot
The beaches of southern Maine or Cape Ann in Massachusetts.

If I won the lottery tomorrow, I would
Take care of college tuition for my daughters. Buy a big boat and have someone teach me to fish. Relax.

Manager's profile
"Jim is the ultimate utility man. He can build a budget, fly halfway around the world to negotiate a license or somehow find tickets to the Sox game for you and 27 friends. He is the go-to guy at IPS for just about anything."

— David Hill, president and CEO,
IDG International Publishing Services

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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International Data Group is the world's leading technology media, events, and research company. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers. Media brands are in more than 90 countries and include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. The company's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, OpenSource World, E3 Expo, DEMO, Storage Networking World, and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. Additional information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

CSO sees growth in roundtable events, dinner discussions

The staff of CXO Media's security brand, CSO, has found that small-group settings for events yield big rewards not only for sponsors and the participating audience members, but also for the business unit's bottom line.

During the past year or so, and especially over the past few quarters, the number of CSO's single-sponsor executive roundtables and Executive Dinner Discussions has grown significantly. Companies are finding smaller, customized local events an appealing alternative to larger-scale gatherings.

Novell, for example, recently decided not to hold its annual Brainshare event in Salt Lake City and as a result was "very interested in custom programs like ours; it's been very good for them," said CSO Publisher **Bob Bragdon**.

"Sponsors are looking for opportunities to engage with high-level decision makers on a one-on-one basis," he added. "They want to understand what their target group's issues are and be able to develop relationships with them that will, ultimately, help to advance and accelerate the sales cycle." On the attendee side, security and IT executives jump at the chance to network with their peers, learn about new product solutions and, in the case of the dinners, "have a nice meal," Bragdon said.

*Publisher **Bob Bragdon** has been the driving force behind the CIO/CSO roundtables and the CSO Executive Dinner Discussions.*

This fiscal year, five roundtables have already taken place, with five more in the works, a pace 136% over plan.

Begun about three years ago under the CIO brand, the roundtables are now marketed as CSO/CIO events and essentially serve as a way for sponsors to participate "in a focus group in front of the glass," Bragdon said. The CXO events team coordinates all the program logistics, marketing and

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IDG Czech drives new revenue with online channel catalog

In January, IDG Czech broke new ground with a channel offering: ChannelWorld.cz, which quickly gained a monthly audience of some 4,000 Czech and Slovak users. Last month, the company rolled out a searchable online catalog of distributors in the two countries that is generating a new source of revenue.

The catalog (www.channelworld.cz/katalog), which currently lists some 230 distributors headquartered in the Czech Republic and Slovakia, provides both basic and premium listings. Distributors are not charged for a basic listing, which includes the company's name, address and a link to its Web site.

Distributors that opt for the premium listing can expand their entries to include a wide range of content such as logos, presentations, articles that have appeared on ChannelWorld.cz, special product promotions, location (connected to Google Maps) and videos, among other assets. Distributors pay 15,000 CZK (US$750) annually for premium listings.

Anyone registered on ChannelWorld.cz may use the catalog at no cost and users can search the catalog using various criteria including vendor name, region and product segment.

ChannelWorld

*ChannelWorld Editor-in-chief **Tomás Punar** (left) and Online Division Manager **Jakub Svoboda**.*

The ChannelWorld team selects one distributor each

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IDG China adopts pandas *page 2*

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IDG Sweden launches photo magazine in tandem with community site *page 4*

Celebrating 10! International Publishing Services' Michele Putt *page 8*

in brief newsworthy

IDG Indochina holds fifth Cambodia ICT & Telecom World Expo

IDG Indochina organized the fifth Cambodia ICT & Telecom World Expo April 3-5, holding it in a more expansive venue, incorporating the concurrent eGovernment Symposium and launching the Cambodia ICT Best Products Awards.

*IDG Indochina Managing Director **Tam Le** delivers the welcome speech at the Cambodia ICT Best Products Awards ceremony and dinner.*

The expo portion of ICT/Telecom World attracted more than 50 local and international exhibiting companies and 30,000 visitors to the NagaWorld Hotel in Phnom Penh. Two hundred attendees participated in the eGovernment Symposium, which featured 12 speakers from organizations such as the World Bank, the Cambodian Ministry of Post and Telecommunications, and the National ICT Development Authority, IDG's longtime partner and co-organizer of the entire three-day event.

For the Best Products Awards, IDG Vietnam surveyed government and corporate users in Cambodia. Respondents selected products in nine categories, including Mobile Phone Magazine, a local publication, as Best ICT Magazine.

Currently IDG does not have a publication presence in Cambodia, but it also organizes another event, Banking Cambodia, and plans to launch Finance Cambodia (July) and CamBuild (October) this year as well as Food and Beverage Expo in 2010. The Vietnam-based CEO&CIO Club counts among its members a number of government officials and corporate executives, as well.

*Write to IDG Indochina PR & Media Coordinator **Pham Ngoc Tram Anh** at anh_pham@idg.com.vn.*

ChannelWorld.cz

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day from the premium listing to highlight on the home page of the ChannelWorld site.

Four ChannelWorld special issues will also be printed this year. The first, a directory of Czech and Slovak distributors, containing a brief overview of each company, was published in March. Three additional issues will be published later this year focusing on current trends in three areas: Reseller ICT, Reseller consumer electronics and VAR. Printed issues are distributed at no cost to ChannelWorld's and Computerworld's registered users, VIPs, channel professionals and at partner events.

The first print issue contained 30 full-page advertisements from 30 distributors included in the directory.

Contact Jakub Svoboda at jakub_svoboda@idg.cz or Tomás Punar at tomas_punar@idg.cz.

Delegation from Vietnam television organization in town to explore business opportunities with IDG

*IDG Chairman **Pat McGovern** met with a small group of executives from Ho Chi Minh Television late last month who traveled to Boston to explore business opportunities with IDG. Pictured above (l-r): IDG Communications CEO **Bob Carrigan**; Nguyen Quy Hoa, deputy general director, Ho Chi Minh Television; McGovern; **David Hill**, president & CEO, IDG International Publishing Services; and **Sudhir Sethi**, managing general partner, IDG Ventures India Advisors.*

IDG China bullish on bears!

*(L-R): IDG China President **Hugo Shong**, IDG China Executive Assistant **River Jiang** and Wei Dong, Jiang's husband, visited IDG's China's "adopted" 16-month-old panda twins Le Shan and Le Shui in December 2008.*

During a business trip to Chengdu in China's Sichuan Province, IDG China President **Hugo Shong** heard about the recent birth of twin giant panda cubs at the Chengdu Research Base for Giant Panda Breeding (www.panda.org.cn.). Although the Chinese government subsidizes the center, funds are still needed for daily expenses, and Shong approached the head of the center about a lifetime adoption of the cubs in IDG China's name. A week later, representatives of IDG China visited the center for the adoption ceremony for Le Shan ("Happy Mountain") and Le Shui ("Happy River"). IDG China Executive Assistant **River Jiang** helped Shong choose the cubs' names, which derive from the Chinese saying "Those who love mountains are benevolent; those who love rivers are wise."

Contact River Jiang at river_jiang@idg.com.cn.

the interview

one on one

Caroline Dangson
IDC's social media research analyst is this week's columnist. Reach her at cdangson@idc.com.

> *"As businesses, namely consumer brands, use public social networking platforms to connect directly with customers, I believe providers will start charging them for access to the wealth of consumer data published on these sites. LinkedIn is doing this today for corporate recruiters."*

Q **What are the latest U.S. social networking usage stats?**

A The penetration of social networking services is fast approaching that of e-mail among U.S. online consumers. In the U.S., 60% of those with Internet access regularly use a public social networking service (SNS) such as Facebook, MySpace or LinkedIn. Most of the recent growth resulted from U.S. adults age 35 and older, signaling a shift in perception of these services from one for teenagers with lots of free time to a platform with the ability to help people keep in touch with contacts and maintain a personal network. U.S. online consumers who use social networks are more connected to the Internet than those who do not use them. Survey respondents who used a SNS reported spending an additional 1.4 hours each day on the stationary Internet compared to non-users. The same trend applied to the mobile Internet, where SNS users reported spending 2.8 more hours on the mobile Internet in a typical week than non-SNS users. The use of social networking services on-the-go emerged as the most compelling story from our most recent survey. We observed that the number of U.S. online consumers who used an SNS like Facebook, MySpace, LinkedIn and Twitter from a mobile device more than doubled in the six months between our previous U.S. Online Consumer Attitudes Survey fielded in June 2008 and this survey fielded in December 2008.

Q **What is the biggest challenge for public social networking services?**

A While social networks are incredibly popular, they are challenged to generate enough revenue needed to pay the bills. The costs for servers and storage for a Web site where more than 200 million people are posting new content on a daily basis are not cheap. While these services continue to grow in size, advertising budgets for display ads (the dominant format on SNS) are shrinking during the recession. This does not bode well for Facebook and MySpace, two sites that have been around for more than five years and are now under intense pressure to prove they have a sustainable business model. Borrowing money is much harder in this economic climate and investors are tightening their belts. This is why I predict that these services will be forced to incorporate monetization strategies beyond advertising, such as charging users for premium services. I believe consumers who have already invested years in developing their personal network on a particular service will pay for added convenience and utility. Charging for these services would also be a smart move for the platform providers because it would encourage users to stick with the platform. As businesses, namely consumer brands, use public social networking platforms to connect directly with customers, I believe providers will start charging them for access to the wealth of consumer data published on these sites. LinkedIn is doing this today for corporate recruiters.

Q **How are enterprises using public social networks?**

A Enterprises are realizing the opportunity to connect directly with customers on already established social networks such as Facebook. Companies like Dell, Microsoft and Ford, for example, have created public profiles on Facebook to participate in the conversations about their brand already taking place here, promote special product offers, and of course gain the largest fan base to leverage word of mouth marketing. These companies also post URL links to drive traffic back to their own Web sites (which may host a dedicated online community) and other social media accounts (Twitter). Dell and IBM are using Facebook (for free) to recruit summer interns and college graduates for jobs. Microsoft and Salesforce actually pay Linkedin to grant its recruiters access to its database for potential hires. We're also beginning to see social media emerge as another vehicle for customer relationship management. Customers are more likely to comment negatively about a vendor's brand on these sites than they are on the vendors' sites. Companies have the ability to steer these conversations if they are present on the platform and participate.

Q **What kind of value does Twitter provide for the business community and how does it compare to Facebook?**

A I view Twitter as a unique direct marketing platform for businesses. Unlike Facebook, 90% of Twitter users keep their accounts open to the public, and the platform is less about friending and more about following. I believe this type of environment is more conducive to commercial activities. Dell, for example, created a Dell Outlet Twitter account (@DellOutlet) to raise awareness specifically about its refurbished computer business. Dell Outlet began posting weekly coupons specific to Twitter to its followers, which has generated more than $1 million in direct sales. Not bad for this small, lesser know division of Dell. Dell now has more than 30 Twitter accounts specific to different parts of its business. This allows for more targeted messaging around a specific Dell product or service. Twitterers opt-in to follow Dell Outlet's tweets

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IDG Sweden magazine teams with photo community site

FOTO SIDAN
100
Så tar du bättre bilder

The first issue (above) cost 79 SEK (US$8.50), and the March issue, which includes a CD with video guides on how to use Photoshop and Lightroom, sold for 79 SEK ($9.75). Subscribers pay 294 SEK ($36.24) annually for four issues.

Looking to capitalize on the popularity of digital photography, IDG Sweden experimented with a one-time photo magazine last September. Not only did the magazine succeed beyond expectations, resulting in a new plan for quarterly frequency this year, but the title also earned a national award.

Fotosidan Magazine is a joint venture between IDG Sweden and Fotosidan.se, the company behind Scandinavia's largest online photo community of the same name. The site has 70,000 unique visitors and three million page views per week.

Visitors to Fotosidan.se who want to have their photos evaluated in the magazine can upload images to a special "image pool," and Fotosidan Magazine staff select about 100 of them to include in the magazine. Professional photographers assess the photos in a variety of categories, such as weddings, children, animals, documentary or fine art nude, and the feedback is included alongside the photo.

Unlike other photo magazines in the market that specialize in cameras and technical details, "Fotosidan Magazine is all about the image; specifically, how to take better photos," said Editor-in-chief **Andreas Leijon**, adding that in the course of managing and starting a few magazines in his career, he's never seen such an overwhelmingly positive response from readers.

Advertisers have also "responded really well to a brand-new title in an already busy segment," Leijon said. "Even though they sell the hardware other magazines focus on, they're mature enough to know that 108 pages without a single picture of a camera will be a better place to show their wares than when the whole magazine is bloated with them."

The newsstand-only first edition sold 11,000 out of 17,000 copies printed, which Leijon said is excellent for the Swedish market. More than 2,000 subscribers signed on after the launch. The newsstand distributor requested a larger print run for the March 2009 issue — 21,000 copies — and additional issues are planned for early June, September and December.

Recently, the Swedish media and advertising magazine Resumé (www.resume.se) chose Fotosidan Magazine as the best of all the "one-time" magazines in any category published in the country during 2008.

Three IDG Sweden staff and three employees of Fotosidan.se work on the magazine, in addition to several freelancers.

Write to leijon@idg.se. WU

One on one

continued from page 3

and can retweet these messages to their own followers (word-of-mouth marketing). Twitter also provides users with a way to opt out and block messages from other users. This functionality taps into the consumer desire for more control and flexibility over their communications. Yes, there is a lot of noise on Twitter, but the voice of a savvy marketer guided by clear business objectives can make waves. As Dell told us, however, success does not happen overnight.

Q What is the state of using public social networks in the workplace?

A Workers who use social networks for personal reasons are realizing the usefulness of these applications for business purposes. Business is about relationships, and social networks provide a new, convenient channel to stay connected and share content with colleagues. A survey conducted by IDC's Software Business Solutions Group found that a third (33.6%) of employees surveyed in January said they used social networking for business through a self-directed initiative. Less than 4% of total respondents were using internally controlled community software. This reflects my observation that individual workers are adopting social media as they see fit and there is no formal strategy about the best ways to use these platforms for business. This indicates the pressure for today's CIO to know what public social networking tools are being brought into the workplace and how this impacts corporate data security and compliance. While harshly restricting this activity will backfire, organizations have the opportunity to provide guidance and support. A mini poll I posted on LinkedIn showed that 50% of respondents said their employer did not provide guidelines about the usage of public social media at work but believe they needed them.

Q What's your advice to companies using social media?

A Social media works best when it is not just one function of the company but a discipline of the entire company. To accomplish quantifiable success, a company needs involvement from every aspect of the business and C-level support. When all business groups use social media, the burden of time and resources is decreased and the activity is centered around business objectives, not department agendas. Focusing on key business objectives brings social media strategy closer to the core business activities. A clear business objective also makes it easier to understand the metrics to measure for ROI. WU

Follow Caroline Dangson's analysis of the social media market on Twitter at http://twitter.com/CarolineDangson.

CSO events

continued from page 1

content, working with the sponsor to develop a topic and design questions that will elicit valuable input from attendees. An external telemarketing company contacts prospective attendees from the CSO and CIO subscriber lists who have indicated interest in the given topic. Ideal turnout is eight to 10 participants in smaller markets such as Boston or Philadelphia and 12 to 15 in larger cities such as New York or Chicago.

Roundtables are held 8:30 a.m. to 10:30 a.m. Bragdon moderates some of the time, though as the number of events has grown he has tapped outside contractors to fill that role. For a topic such as virtualization, attendees talk about the degree to which they've invested in the technology, what the business drivers are to be involved in that area, what the roadblocks have been. For the last 10 or 15 minutes, the sponsor has an opportunity to reflect on the discussion and share some information about how the company may be able to assist. "We encourage them to be low-key," Bragdon said. While the sponsor is allowed just one representative to be part of the discussion, one or two other company staff can be present during the event.

LYNN HOLMLUND

The people who perform much of the behind-the-scenes work on the executive roundtables and dinners include (from left): ***Lauren Costello****, sales associate, Executive Programs, CXO Media;* ***Christine McKay****, senior ad sales associate, CSO;* ***Erica Foster****, client services specialist, Executive Programs;* ***Laura Biringer****, meeting planner specialist, Executive Programs; and* ***Christina Tashjian****, associate meeting planner, Executive Programs.*

"Vendors love the fact that we can deliver a guaranteed audience at a very high level."

-- Per Melker, senior director of sales, CSO

Following the session, CXO Media staff survey attendees to get feedback on how the roundtable met their needs and to ensure that their takeaways met sponsor objectives. Later, the staff works with the sponsor where appropriate to distribute materials such as white papers or case studies to help prospects with the purchase decision process.

The concept for the CSO Executive Dinner Discussions grew out of the conversations Bragdon had about five years ago with a few friends over dinner about security issues and trends. "It dawned on me we could generate some revenue from this kind of meeting," he said. After holding several three years ago, Bragdon began refining the business model and expanded the number from five or six last year to more than 30 in FY09.

Some six to eight attendees, drawn from CSO subscriber files or lists from the sponsor, join two or three sponsor representatives in a private room at a high-end restaurant. Bragdon has been hosting all of dinners, which feature a moderated discussion format similar to the roundtables. Dinners run from 6:30 p.m. to 9:00 p.m.; Wednesday or Thursday evenings have proven best for attendees' schedules.

"They've become very popular," he said. "Since they're driven by CSO, there is an air of impartiality to them. The result is that we can attract individuals to the dinners that might not otherwise attend a vendor dinner or take a meeting with the sponsor. They are billed as off-the-record events, and people can talk freely in a low-key setting." The CSO team overbooks a couple of seats for the dinner reservations, but generally they've found very few people ever back out.

A series of events

While some clients have chosen to do the dinners as one-off or two-off event, others like to do them as part of a series; for example, Oracle hosted 10 of them earlier this year.

CSO is beginning to organize dinners in conjunction with other events that it produces, such as CSO Perspectives, and even competitive events, inviting selected attendees and speakers to dinner one evening during the conference.

As with the roundtables, sponsors welcome the opportunity to tap into their regional sales organizations and have local sales representatives attend the dinner and manage the follow-up.

Roundtables are priced at $29,500 and dinners $14,000; each take four to six weeks to plan and execute, though the dinners can be done as quickly as two to three weeks ahead.

"Vendors love the fact that we can deliver a guaranteed audience at a very high level," said Senior Director of Sales **Per Melker**. "We have been very successful in recruiting vendors of top prospect lists in specific cities. Bob has been a great draw as the host and moderator, and we see plenty of opportunities ahead for these kinds of events."

Write to bbragdon@cxo.com. WU

Meet your colleague

Brand director keeps Macworld Expo team on same page

As IDG World Expo's brand director for the Macworld Expo and Conference, **Nina Carrara** is mortar that holds the Macworld Expo team together. "My boss [Macworld Expo VP and General Manager] **Paul Kent**, is the face of Macworld to the outside world; I'm the internal face in the office," she said.

According to Carrara, she spends a good part of the year "building processes and workflow to enable the Macworld team to work more efficiently and produce a higher quality product. As plans change and programs are created, all departments are affected, so it's important to keep communication flowing among everyone on the team."

Carrara coordinates with the various World Expo teams — sales, marketing, registration and operations — that work together to put on the annual event in San Francisco. Weekly group meetings provide a place for tactical discussions and information and strategy sharing. "I like working with a team to build something that our customers really enjoy," she said. "Macworld has a great fan base, and the ability to work on this show to create something worth their time and money is really rewarding."

The fruits of her labor were born out at January's event, which "from all accounts was the smoothest run and highest rated Macworld ever," she said.

IDG World Expo Macworld Brand Director ***Nina Carrara***

"Nina is a remarkable event professional who keeps the production of Macworld on track," Kent said. "An extraordinary communicator, motivator and organizer, she is the glue that binds the various functional teams that work on this show, one that has 400 exhibitors, 30,000 attendees, 300 speakers and 1,000 press participants. Nina's work ethic brings her the respect and admiration of our team as she always reminds us to keep an eye on creating something beautiful, meaningful and productive for all of our customers."

"Show days are always interesting," she said. One experience that was especially memorable happened at this year's Macworld when a 15-year-old boy came to the event as his wish with the Make-A-Wish Foundation.

To read more about Carrara's work and home lives, see this profile on www.idgcentral.com.

Coming up

The CIO Leadership Event: Revitalizing Business with Strategic IT
A CXO Media event
May 3-5
Sawgrass Golf Resort & Spa
Ponte Vedre Beach, Fla.
www.cio.com

IT Roadmap
A Network World Event
May 6
Boston
www.networkworld.com

CIO of the Year Conference & Awards
An IDC and IDG event
May 25
Copenhagen
Denmark
www.idc.com

Computerworld Honors Program
June 1
Andrew Mellon Auditorium
Washington, D.C.
www.cwhonors.org

Electronic Entertainment Expo
produced by IDG World Expo
June 2-4
Los Angeles Convention Center
Los Angeles
www.e3expo.com

CIO Perspectives Forum: Local Connections on Global Issues
A CXO Media event
June 10
Chicago
www.cio.com

Cloud Computing Forum
A Computerworld event
June 16
Hyatt Regency Santa Clara
Santa Clara, Calif.
http://cloudcomputingsymposium.com

Next Generation Data Center
An IDG World Expo event
Aug. 12-13
Moscone Center
San Francisco
www.ngdcexpo.com

OpenSource World
An IDG World Expo event
Aug. 12-13
Moscone Center
San Francisco
www.opensourceworld.com

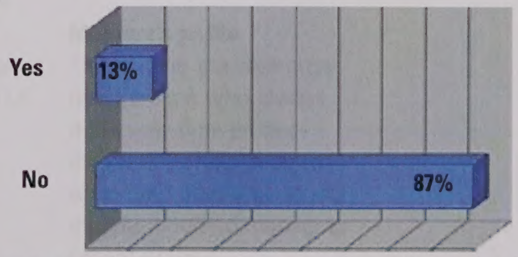
CloudWorld
An IDG World Expo event
Aug. 12-13
Moscone Center
San Francisco
www.opensourceworld.com

CIO 100 Symposium
Aug. 23-25
The Broadmoor
Colorado Springs, Colo.
www.cio.com

Green IT Symposium
A Computerworld event
Sept. 10
Walter E. Washington Convention Center
Washington, D.C.
www.greenitsymposium.com

Question of the Week results for April 27

Will MySpace regain its dominance under the direction of its new CEO?



Log on to www.idgcentral.com to vote on this week's question: **How concerned are you about the N1/H1 flu outbreak?**

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25

Bjørn Elin Brodersen *IDG Norway*

20

Brian Clarke *IDC*

18

Mandie Johnson *Macworld U.K.*

17

Kira Pointer *IDC Australia*

16

Zdena Vratislavova *IDG Czech*

14

Karen Smalarz *IDG*

12

Pär Rittsel *IDG Sweden*
Robert Amatruda *IDC*

11

nja van Bladeren *IDG Netherlands*

10

James Nagle *IDC*

9

Mae Lee *IDC Singapore*
Jay Gumbiner *IDC*
Paul Honens *IDC*
Susan Feldman *IDC*

7

Cheryl Patfield *IT World Canada*

6

Ladislav Piprek *IDG Czech*
Wu Zhou *IDC*

5

Mitsuyoshi Nishimura *IDC Japan*
Susanne Fuetterer *IDG Germany*
Tateki Kawanabe *IDG Japan*
Vinicius Tadeu Flores *IDC Brazil*

4

Jean-Marc Annonier *IDC Australia*

3

Johanna Billenman *IDG Sweden*
Joao Da Silva *IDC U.K.*
Vivian Liu *IDC China*
Elain Yi *IDC China*
Elizabeth Shunmugam *IDC Malaysia*
Andy Fong *IDC*

2

Owen Li *IDC China*
Harsha Sundararaman *IDC Singapore*
Umesh Divakaran *IDC Center for Consultancy & Research*

1

Andreas Thors *IDG Sweden*
Katarzyna Rachuta *IDG Poland*
Juliano Chaves *Now!Digital Business*
Martin Eckhardt *IDG Germany*
Carolin Gruenwidl *IDG Germany*
Regina Hermann *IDG Germany*
Jeethu Augustine *IDC Center for Consultancy & Research*
Jeff Chong *IT World Canada*
Jay Chou *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

New address for IDC Israel

Menachen Begin Road
mat Gan 52681

Tel: +972-3-6871727
Fax: +972-3-6871720

World Update's PDF distribution

IDG World Update is now being distributed primarily by e-mail as a PDF document. If you are not receiving it via e-mail, send your name, title and e-mail to victoria_shoemaker@idg.com.

celebrating 10!

IDG Chairman ***Pat McGovern*** *hosted IDG China's* ***River Jiang*** *at a lunch in Beijing in honor of her 10 years of service to the company.*

Name
River Jiang

Home
Beijing

Joined IDG China
Dec. 15, 1998, business development manager

Career path
Dec. 1998-May 2002, business development manager; June 2002, Executive assistant to IDG China president.

Current title
Executive assistant to the president of IDG China.

Most memorable thing that's ever happened at work
IDG China's panda tour to Chengdu, capital of the Sichuang province in southwest China, last December. We went for the donation ceremony of IDG China's lifetime adoption of the giant panda twins Le Shan and Le Shui.

Best advice I've received?
"Nothing is impossible."

Person from whom I've learned the most about leadership
[IDG China President] Hugo Shong.

Family
Husband Dong Wei.

Favorite Web site
www.taobao.com.cn

As a child, what did you want to be when you grew up?
A bus conductor.

Pets
Two turtles; a girl named Guaiguai (Cutie) and a boy named Naonao (Naughty).

Favorite thing to do that doesn't cost any money
Grow plants with seeds gathered from my garden.

Favorite vacation spot
The Greek islands.

Retirement dreams
Owning a flower shop.

Manager's profile
"River Jiang is a well-organized person who always makes my time productive. She is also a problem solver and does a good job multitasking and managing urgent issues."
— Hugo Shong, president & CEO, IDG China

celebrating 10!

Name
Michele Putt

Home
Cumberland, RI

Joined IDG
August 1998 as an Administrative Assistant.

Career path since joining IDG International Publishing Services
Administrative Assistant, Database Administrator, Finance Coordinator, Finance Manager.

Current title
Finance Manager. I oversee all financial aspects of IPS.

Most challenging part of my job
Forecasting.

Best part of my job
Spreadsheets and working with our international partners.

Job perk
Office roof deck, free soda, in-office gym (that I never use).

Latest accomplishment
Learning to snowboard after 20-plus years of skiing.

Most memorable moment at work
Fainting in South Station while on a lunch break. I ended up being taken to a local hospital via ambulance and released three hours later. In the meantime, my boss thought I had quit without telling him.

View from my work space
Boston Marathon finish line.

Interests outside the office
Family, friends, volunteering, white water rafting, skiing/boarding, camping, hiking.

Family
My husband Dave.

Last good deed
Volunteer at an animal shelter every Monday night.

Most difficult decision
The invite list for my wedding five years ago.

First job
Worked at a jewelry store owned by a family friend.

What it taught me
How to wrap a gift box perfectly.

Most prized possession
My house.

Collection
I once told friends and family I liked frogs (not real ones) … I now have a large frog collection.

*IPS's **Michele Putt** was the guest of IDG Chairman **Pat McGovern** at a dinner at Boston's Aujourd'hui Restaurant honoring her 10 years of service to the company.*

Favorite celebrity encounter
I met all the members of STYX backstage once.

Favorite gadget
My cell phone because it has the game Tetris on it.

Luxury item I can't live without
As much as I hate confessing this, I can't live without a TV. I once went on vacation with a girlfriend without realizing our hotel room didn't have a TV. We went out and bought one the first day.

My last meal would be
Dave's tuna dumplings. My husband is the *best* cook.

What others can't tell just by looking at me
I have a twin brother.

If I won the lottery tomorrow, I would
Buy my parents' house at triple its value. My dad and his friends built the house when I was 10 years old.

Manager's profile
"Chele has been with IPS since she graduated from college, and it has been a pleasure to see her develop into a seasoned finance professional. Chele has worked her way from an entry-level position to finance manager by being open to learning and mastering new responsibilities and working extremely hard. Chele is now responsible for all the financial and office management tasks within IPS. She handles budgets, forecasts, AP, expense containment, billing, collections, etc., and is a very important part of IPS' success."

— Jim Sullivan, vice president, licensing and operations, IDG International Publishing Services

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Caroline Dangson *IDC*
Susanna Hinds *IDG*
Andreas Leijon *IDG Sweden*
Martin Faltstrom *IDG Sweden*
River Jiang *IDG China*
Pham Ngoc Tram Anh *IDG Vietnam*
Karen Ren *IDG China*
Jakub Svoboda *IDG Czech*

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International Data Group is the world's leading technology media, events, and research company. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers. Media brands are in more than 90 countries and include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. The company's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, OpenSource World, E3 Expo, DEMO, Storage Networking World, and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. Additional information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

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New cartoon caption contest *page 8*

IDG launches innovative social media marketing program

IDG Amplify services let clients leverage social media to create viral campaigns

Calling it "easily the most exciting thing I've ever done at IDG," IDG Communications SVP, sales and marketing, **Matthew Yorke** took time out from a whirlwind round of presentations to some of IDG's biggest clients last week to discuss IDG Amplify, the company's "game changing" entry into the world of social media marketing.

Through an exclusive partnership with Socialmedia.com, IDG is the first technology media company to offer marketers a way to not only reach, but to actively engage, their customer base by sparking conversations about their products and services on various IDG and IDG TechNetwork sites.

With literally millions of conversations taking place on social networks every day, "our goal is to get friends and peers to deliver our customers' marketing messages to each other while allowing us to monetize these conversations," Yorke said. IDG Amplify services will do this, he said, by "inviting IT decision makers

HOWARD SHOLKIN

"The tireless energy of my entire team has taken us from nowhere to a market-leading solution in under eight weeks," said SVP Sales & Marketing ***Matthew Yorke****, above left. Yorke singled out* ***Charles Lee****, VP, program development ,IDG Corporate Sales (above, right),* ***Ekapat Chareonlarp*** *and* ***Jeremy Rueb****, directors of program development, and IDG Enterprise Chief Content Officer* ***John Gallant*** *for their extra efforts.*

continued on page 5

IDG Norway takes aim at No. 1 channel event

Watch out, HP: IDG Norway is knocking on your reseller event door. The second annual Channelworld, held April 22 in Oslo, attracted 20 exhibitors and a total attendance of 580 people, including 250 reseller/VAR attendees. Channelworld has already surpassed the events hosted by the country's largest distributors, which attract about 180 to 200 resellers/VARs. **Charles Williamsen**, editor of IT-Bransjen, as the channel magazine and Web site are called, and his team aim to overtake HP, which draws about 340, next year.

ChannelW
- f g s

LEIF MARTIN KIRKNES

Among the key people working hard to make Channelworld the largest event in the Norwegian IT channel are (clockwise from left): IDG Norway Event Manager ***Mona Holmvik Nymo****, IDG Norway Sales Director* ***Rune Antonsen****, ChannelWorld Editor* ***Charles Williamsen*** *and ChannelWorld Journalist* ***Niklas Sandberg****.*

According to Williamsen, the game plan behind the event's success began last year by using "the best ideas from the sales staff, adding editorial content [i.e., useful conference content], learning from our global IDG colleagues, working the concept with our advertising partners and voila, we had a new initiative that set the agenda of the local IT industry."

The planning began when IT-Bransjen Sales Representative **Morten Brattli** said he met with a vendor who didn't want to spend money traveling the long and rural Norwegian countryside doing road shows for

continued on page 7

in brief

IDG executives address FIPP World Congress; Hill elected vice chair

37TH FIPP WORLD MAGAZINE CONGRESS
LONDON
4-6 MAY 2009

IDG International Publishing Services President & CEO ***David Hill*** *(left) and IDG Communications CEO* ***Bob Carrigan*** *during a break in the congress. At right, Carrigan addresses the audience during a panel discussion on Innovations in Business Media. Also speaking at the congress was* ***Hugo Shong****, chairman of IDG China.*

IDG Communications CEO **Bob Carrigan** was a panelist at the 37th World Congress of the International Federation of the Periodical Press (FIPP) held in London May 4-6. Participating on a panel called Latest Innovations in Business Media, Carrigan stressed the importance of embracing social media, vertical ad networks, lead generation services and geo-targeting, while keeping a close watch on the next big thing: mobile. He encouraged attendees to focus on developing "customized, agency-like services."

The FIPP World Congress is a two-day conference that is held every two years in a different location around the world. (IDG Chairman **Pat McGovern** delivered a keynote address at the 36th congress held in Beijing in 2007.)

IDG International Publishing Services President & CEO **David Hill**, a FIPP board member since 2001, was elected vice chairman of FIPP. FIPP is a global trade organization that promotes the development and success of the magazine media industry worldwide. The organization is based in London. The board plans and organizes research, publications and events around the world that promote the success of the magazine media industry. More information is available at www.fipp.com.

To read a blog post by Carrigan from the FIPP conference, click on http://fipplive09.com/blogs/bob_carrigan/archive/2009/05/01/rethinking-business-media-a-new-road-ahead.aspx.

Computerworld, Network World secure spots on Media Power 50 list

Computerworld and Network World have been included in BtoB's annual list of the Media Power 50. It was the third consecutive year both brands have appeared on the list.

BtoB editors and reporters evaluated information such as ad revenue and audience and interviewed media buyers, advertisers and industry analysts for their opinions on the most powerful and targeted b-to-b advertising venues.

This year, for the first time, the MediaPower 50 combined a company's print and online properties into a single entity.

To see the full list, go to http://tinyurl.com/clouuq.

Corporate memberships offer employees access to professional organizations

IDG is a corporate member of a variety of media-related organizations, and, as a result, employees are entitled to member access to exclusive content on the organizations' sites and can take advantage of opportunities to get involved with the groups' activities.

Descriptions of these organizations and links to the sites, and members-only login instructions where applicable, are available through a link on the home page of IDG Central.

The organizations include the American Management Association, Magazine Publishers of America, Online Publishing Association, American Business Media, Interactive Advertising Bureau and the International Federation of the Periodical Press.

IDG Korea hosts two conferences

Many of Next Generation Data Center's 220 attendees crowd into the exhibit area.

IDG Korea co-located a new conference, CloudWorld, alongside the second annual Next Generation Data Center conference and exhibit in Seoul last month. While billed as two separate events, approximately 70% of visitors attended both, and overall attendance was up 22% over last year.

CloudWorld was a half-day conference, while the full-day NGDC, with six exhibitors, included four keynote sessions and three conference tracks on infrastructure innovation, green IT and sustainability, and virtualization.

Upcoming events include U-Health Global Summit (May 27-28), Green Marketing (June 10-11),Product Innovation Excellence (July 8-9), Mobility (Aug. 6-27) and Appstore (tentative; Sept. 16).

Write to Vice President/Conference & Events ***Katherine Park*** *at katherine_park@idg.co.kr.*

one on one the interview

Louis D'Mello

The president & CEO of IDG India is this week's columnist. Reach him at louis_dmello@idgindia.com.

IDG India at-a-glance

Year IDG India established
2004; began publishing ovember 2005

Number of employees 90

Media brands
CIO: Print, events, online
Channel World: Print, events, online
PC World: Print, online
Windows World: Print, online

Q Are the print and online markets following the same trends in India that they are in the rest of the world?

A India has been a print-dominant market and perhaps one of the few places where one can still witness the launch of print brands taking place. In fact, later this month, Forbes is scheduled to launch its print edition in India!

We currently have only 5% of revenues coming in from online. However, that is rapidly changing as online media is now finding acceptance among advertisers. IDG India hopes to lead the change from being print focused to a Web-centric organization.

Q IDG India has earned the Chairman's Award for highest increase in event profit margin for two years in a row. Can you talk about the role events play in your overall business?

A Yes, facilitating face-to-face interactions has become a very significant part of our business. Business culture in India is dependent on relationships and there is no substitute for doing business in person. Hence, our events offer a great meeting ground for vendors to network and find prospective business partners.

The strong equity of our brands in the CIO and channel space ensure we attract quality audiences to our events and this helps us command a significant premium. We have built a branded events portfolio that is very diverse — from large format 150-person events held in Malaysia and Singapore, to small, local roundtables that are restricted to a dozen people. We are now expanding our success in events to drive custom events for clients like HP and EMC and hope it will make a significant addition to our services business.

Q I understand you recently redesigned and repositioned your ChannelWorld title. Can you explain what you did and why?

A We redesigned Channel World in January and narrowed its focus to better suit the needs of value-added resellers (VARs) and solution providers rather than cater to the entire channel spectrum. Earlier it was a tabloid-sized weekly with news as the main offering. The redesign included making the product more feature-based, adopting an A4-size magazine format and changing the frequency to fortnightly. These changes made us stand out from the crowd of five other similar products and position Channel World in the premium end of the market. Since the redesign we have made significant inroads with the enterprise segment of channel players and revenue per issue has shot up.

Q You have recently redesigned your CIO.in site. Can you explain why and what the changes entailed?

A CIO.in is our first real effort to create a meaningful online product that works for both readers and advertisers. Our approach was based on our understanding of what mattered most to CIOs. Hence, the site has a large focus on case studies and resources such as white papers. Editorially, we spent considerable time rewriting and redesigning much of the content to make it Web friendly and contextual. Advertising solutions, too, are built around these offerings and we are not banking on the traditional banner-based page-views. On the technology end, we switched to Drupal for our new CMS and hope to collaborate with other IDG units that are already using Drupal.

Q India is such a large country with a population of a billion people. What are the challenges of reaching people all across that huge market?

A India is huge in terms of population, geographic spread, and market potential. However, India is also quite a disparate market when you look at literacy levels, income groups or technology adoption. Most of our current base of readers are in urban areas, but that can increase substantially as technology starts to move beyond the cities. We are already witnessing a huge demand for media solutions that address smaller cities. This is where online can play a very significant role in the future by extending our reach and influence dramatically.

Q Almost every IDG company is based in the capital city of the country. Why is IDG India in Bangalore instead of Delhi?

A While Delhi is the political capital of India, Mumbai is considered the financial capital of India, and unofficially, Bangalore enjoys the status of the technology capital of India. So, we are actually quite well placed. A very sizable IT client base is located in Bangalore, and we enjoy an advantage over our competition here since all other publishers are headquartered in Mumbai or Delhi.

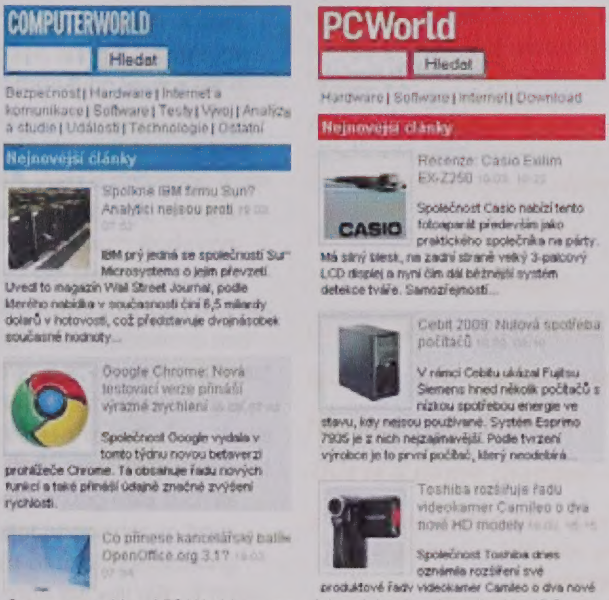
Q What are your plans for bringing IDG Tech Network and IDG Connect to India?

A We are working with the IDG Tech Network and

continued on page 6

IDG Czech launches the country's first mobile IT sites

IDG Czech became the first IT publisher in the country to offer users access to all of its publications on sites optimized for mobile devices when it launched mobile versions of its eight titles in March. And the project, which took less than a month, was completed in-house.



COMPUTERWORLD

Hledat

Bezpečnost | Hardware | Internet a komunikace | Software | Testy | Vývoj | Analýza a studie | Události | Technologie | Ostatní

Nejnovější články

Spolkne IBM firmu Sun? Analytici nejsou proti

IBM prý jedná se společností Sun Microsystems o jejím převzetí. Uvedl to magazín Wall Street Journal, podle kterého nabídka v současnosti činí 6,5 miliardy dolarů v hotovosti, což představuje dvojnásobek současné hodnoty...

Google Chrome: Nová testovací verze přináší výrazné zrychlení

Společnost Google vydala v tomto týdnu novou betaverzi prohlížeče Chrome. Ta obsahuje řadu nových funkcí a také přináší údajně značné zvýšení rychlosti.

Co přinese kancelářský balík OpenOffice.org 3.1?

PCWorld

Hledat

Hardware | Software | Internet | Download

Nejnovější články

Recenze: Casio Exilim EX-Z250

Společnost Casio nabízí tento fotoaparát především jako praktického společníka na párty. Má silný blesk, na zadní straně velký 3-palcový LCD displej a nyní čím dál běžnější systém detekce tváře. Samozřejmostí...

CeBIT 2009: Nulová spotřeba počítačů

V rámci Cebitu ukázal Fujitsu Siemens hned několik počítačů s nízkou spotřebou energie ve stavu, kdy nejsou používané. Systém Esprimo 7935 je z nich nejzajímavější. Podle tvrzení výrobce je to první počítač, který neodebírá...

Toshiba rozšiřuje řadu videokamer Camileo o dva nové HD modely

Společnost Toshiba dnes oznámila rozšíření své produktové řady videokamer Camileo o dva nové

Computerworld and PC World are two of the eight sites launched by IDG Czech optimized for mobile users. Each of the sites contains the same information available on the original Web sites.

The mobile Web itself has been gaining huge traction in the Czech Republic during the last few months. In an effort to boost usage of the mobile Web, Vodafone Czech provided free Internet access to all of its customers for six months beginning last December. Also driving usage was the launch of a mobile site by the country's largest portal, Seznam.cz. It is now estimated that there are more than 1.5 million people in the Czech Republic (30% of Czech Internet users) who are active mobile Web users.

"Launching mobile Web sites was an obvious next step for IDG Czech's Online division following the redesign and relaunch of all our local web sites in early January of this year," said **Jakub Svoboda**, online division manager, IDG Czech, who, along with developer **Jirí Štepánek**, developed the mobile platform for IDG Czech. "IDG Czech was the first company in the country to launch mobile IT B2B, IT B2C and consumer electronics news portals. We also launched the first mobile news service for PC games players, channel professionals and popular science fans."

The entire project took less than four weeks, Svoboda said, with half the time devoted to developing the platform itself and the other half to testing compatibility with mobile devices and search engine optimization. The platform was designed so that it can easily accommodate any new magazine or Web site IDG Czech may launch in the future.

All of the mobile sites are XHTML Mobile Profile valid and designed in accordance with W3C Mobile Web best practices.

Each of the mobile sites is an exact replica of the online site, Svoboda said. There is a full text search on each site with access to the same archived material on the original Web sites. The online sites and their mobile counterparts are as follows: Computerworld.cz (m.cw.cz) CIO Business World.cz (m.bw.cz); PC World.cz (m.pcw.cz); ChannelWorld.cz (m.channelworld.cz); SecurityWorld.cz (m.securityworld.cz); ScienceWorld.cz (m.scienceworld.cz); Gamestar.cz (m.gamestar.cz); and HD World.cz (m.hdworld.cz).

"We are now focusing on deals with mobile operators, which will bring us not only more traffic, but will increase revenue as well," Svoboda said.

For more information contact Online Division Manager Jakub Svoboda at jakub_svoboda@idg.cz

---

"IDG Czech was the first company in the country to launch mobile IT B2B, IT B2C and consumer electronics news portals. We also launched the first mobile news service for PC games players, channel professionals and popular science fans."

-- Jakub Svoboda, online division manager, IDG Czech

Coming up

Middle East and Africa IT Managers Forum and Expo
An IDC event
May 19
Sheraton Hotel
Doha, Qatar
www.idc-cema.com

CIO of the Year Conference & Awards
An IDC and IDG event
May 25
Copenhagen, Denmark
www.idc.com

Computerworld Honors Program
June 1
Andrew Mellon Auditorium
Washington, D.C.
www.cwhonors.org

Electronic Entertainment Expo (E3)
Produced by IDG World Expo
June 2-4
Los Angeles Convention Center
Los Angeles
www.e3expo.com

CIO Perspectives Forum
Local Connections on Global Issues
A CXO Media event
June 10
Chicago
www.cio.com

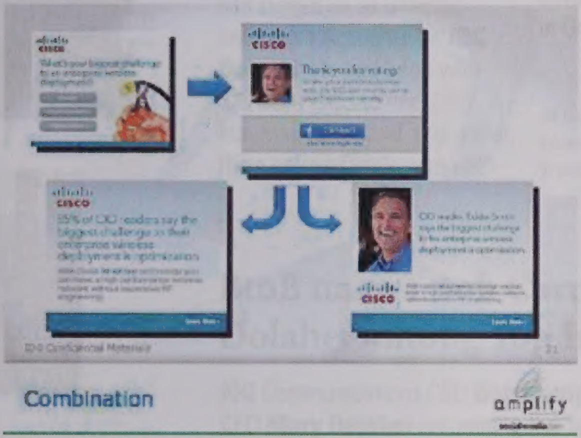
Cloud Computing Forum
A Computerworld event
June 16
Hyatt Regency Santa Clara
Santa Clara, Calif.
http://cloudcomputingsymposium.com

Next Generation Data Center
Aug. 12-13
Moscone Center
San Francisco
www.ngdcexpo.com

IDG Amplify

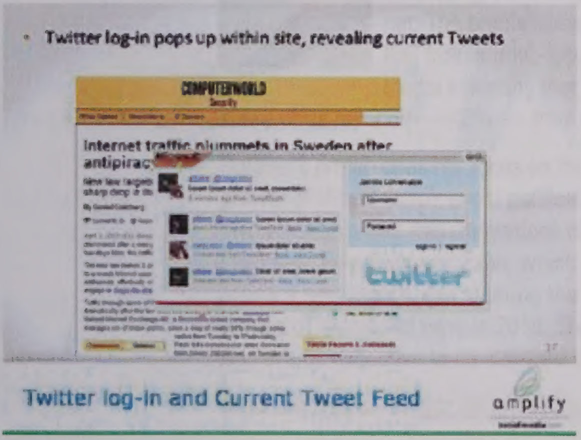
continued from page 1

and technology consumers to share their thoughts and opinions with one another about a vendor's product or service in a contextually relevant environment," i.e. an IDG media site with technology specific content.



Combination

"All the data tell us that peers are the number one information source for IT decision makers," Yorke said. "And it's a fact that the Web is becoming more social," he said, citing an IDG Research study conducted among IT buyers last November that found half the respondents said they participated in at least two social networking activities a month. Two-thirds of the respondents spent slightly more than one hour per week on professional networking sites such as LinkedIn and almost half spent just under an hour on Facebook. "Today we talk of social networking platforms as Web sites but soon we will talk of them as activitie — this is called 'social colonization' where every web experience is social and can be shared," Yorke explained.



- Twitter log-in pops up within site, revealing current Tweets

Internet traffic plummets in Sweden after antipirac

Twitter log-in and Current Tweet Feed

With "well north of six figures" in revenue sold already and several major proposals in the pipeline, the first IDG Amplify programs are set to go live in the next few weeks, Yorke said. He outlined two basic formats for the program. In one, a marketer runs a standard display ad that will include some sort of an interactive feature — a question of the day or a poll, for example. In the case of a question, via the Amplify Twitter unit, an IDG conversational manager could ask users a question regarding, say, Cisco's move into the server space or around brand/product attributes that Intel wants to be associated within the smart phone category. Other users will be able to see the previous responses and add their own. The entire conversation will take place on an IDG (or IDG TechNetwork) site, although users may opt to share their vote or their opinion with Facebook friends or Twitter followers.

"The system is advanced in that every contribution to the conversation in effect unlocks the social graph of the contributor," Yorke explained. This means that the contributors' followers will be exposed to the conversation and have the chance to join without ever actually having been on an IDG or IDG TechNetwork site. "This amplification of the program virally is extremely compelling to clients but also to IDG for site traffic." Yorke noted that these conversations are widely distributed within relevant editorial environments, are inclusive, and have a low barrier to entry for users.

A second format involves selling keywords or phrases that appear in editorial content. A marketer might buy the phrase "data center consolidation" for instance. When a user clicks on the highlighted phrase a window opens up exposing the reader to that ongoing topical conversation and the reader is encouraged to participate.

> *"We're helping our clients crack the social media nut, our sales people come across as thought leaders, and the feedback has been just fantastic. This is a game changer — a massive game changer."*
>
> *— Matt Yorke, SVP sales and marketing, IDG Corporate Sales*

IDG has developed tools to measure these interactions including audience engagement, viral distribution and users' sentiments about topics and brands. Responses generated by the sponsored ad unit will be tabulated, analyzed and fed back to the marketer.

Acknowledging that marketers may have to be ready to deal with negative comments, Yorke noted, "these conversations are going on all over the Internet already. With this program, marketers have a chance to frame the conversation and perhaps help solve problems. This is where the market is going and they're better off being involved in the conversation."

While these conversations will not be moderated in the traditional sense, Yorke said marketers are free to join in and he said it is likely there may be some participation from IDG custom publishing professionals.

The response from customers has been incredible, Yorke said. "This [presenting IDG Amplify capabilities] is the easiest meeting [to get] in town. We're helping our clients crack the social media nut, our sales people come across as thought leaders, and the feedback has been just fantastic. This is a game changer — a massive game changer."

Visit www.amplifybyidg.com or contact Matt Yorke at matthew_yorke@idg.com. Follow him on Twitter at http://twitter.com/matt_yorke. WU

noteworthy people

Returning employees

Most recently regional business development manager at Data Domain, **Ryan McNally** has signed on as director, Enterprise Accounts for **IDC Canada**. He had been with IDC from 2003 to mid-2007. A mountain biker and avid golfer, Ryan enjoys family time with his wife Jill and two young sons and spending vacation near the lakes of Northern Ontario. He studied communications at University of Windsor in Ontario.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

BtoB names Bob Carrigan, Mary Dolaher among Top Innovators

IDG Communications CEO **Bob Carrigan** and IDG World Expo CEO **Mary Dolaher** are among the Top Innovators in Business Publishing featured in the May 4, 2009, issue of BtoB's Media Business magazine.

They and nine other media executives will be honored at the sixth annual Media Business Innovator Awards Luncheon on June 16 at the Hilton New York in New York City.

Carrigan was recognized for using his broad experience during 20 years in the industry and embracing the changes brought by the Internet. The profile notes his role in transforming IDG from a print-focused publisher into a multimedia company that generates the largest share of its revenue — 42% — from online.

Dolaher's profile cites her focus on the organic growth of World Expo's event portfolio, her involvement in two transformations of the Electronic Entertainment Expo, which IDG will produce next month, and steering the repositioning of Macworld Expo in 2010. She is the first events executive to be included in the Innovators awards.

Read the profiles at http://tinyurl.com/cofv8l.

Learning opportunities on IDG Knowledge Hub

This customer-oriented online resource, www.idgknowledgehub.com, helps U.S. tech marketers learn about IDG brands and company initiatives and keep up with trends and news in the media, marketing, technology and advertising industries. It includes a video library that addresses a variety of topics, including tech buyer preferences and marketing executives' expectations about tech market trends.

Employees may also find it to be a useful way to keep up with media-related research and IDG products and services.

What do these have in common?

They're all listed in IDG Central's Marketplace classified ads.

There's a 17" MacBook Pro for sale, a vacation home in New Hampshire's White Mountains to rent during ski or warm-weather seasons, a rental condo in Miami with stunning views and an Orlando, Fla., resort's timeshare near all the Disney attractions that's available next month,

To see these ads and others — rentals and ride shares, furniture and car sales, services and student exchanges — or post one of your own, go to IDG Central (www.idgcentral.com) and click on the Employee Resources tab, then Classified Ads.

If you don't have an IDG Central login and password, request one at www.idgcentral.com.

One on one

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Connect teams to take these exciting solutions to market in India. IDG Tech Network is a very significant differentiator for us since we can now deliver focused Indian audiences, no matter where they go online.

There are no boundaries online, and I believe that on the Tech Network India is third highest in traffic. Being able to offer those audiences back to Indian advertisers makes us a truly global company with capabilities that none of our competition can offer. We are extremely bullish about this "beyond our borders" strategy.

*Suggestions and questions for columnists for this feature, and questions for IDG Chairman **Pat McGovern** and IDG Communications CEO **Bob Carrigan**, may be sent to world_update@idg.com. Questions will be passed along anonymously.*

service [illegible]nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29

Christian Mahler *IDG Germany*

21

Crawford DelPrete *IDC*

19

Gunn Felldal *IDG Norway*

18

Claus Egge *IDC U.K.*
Christopher Norman *IDG U.K.*

17

Masato Tsuchiya *IDG Japan*

14

Wolfgang Leierseder *IDG Germany*

12

[illegible]phen Drake *IDC*

11

Ulf Helland *IDG Norway*

10

Lionel Lamy *IDC U.K.*
Yvonne Kahmann Engsig *IDG Denmark*
Julia Reckel *IDG Germany*

9

Thomas Schwieters *IDC Hungary*

8

Brian Klatt *IDC*

7

Philip Kwon *IDC Korea*

6

Kyoung-Min Kim *IDC Korea*

5

Jed Scaramella *IDC*

4

George Hoffman *IDC Japan*
Koichi Sato *IDC Japan*
Zbigniew Grzegorzewski *IDG Poland*
Andrea Lopes *Now! Digital Business*
Alan Louie *IDC*
Matthew Healey *IDC*

3

Patrycja Dziedzinska *IDG Poland*
Sven Langenfeld *IDG Germany*
Caroline Dangson *IDC*

2

Melihat Zengin *IDG Denmark*
Hirotoshi Asano *IDC Japan*
Mitsuhiro Iriya *IDC Japan*
Leandro Caracciolo *Now! Digital Business*
Keisuke Onodera *IDG Japan*
Jorge Umana *IT World Canada*

1

Henriette Blume Pedersen *IDG Denmark*
Carolina Placona *Now! Digital Business*
Celia Sodre *Now! Digital Business*
Kay-Michael Neumann *IDG Germany*
Kitty Zhou *IDG China*
Ariki Pearson *IDC New Zealand*
Shirley Chua *IDC Singapore*
Hoang Nguyen *IDC Vietnam*
Jayanthan Selvaraj *IDC Center for Consultancy and Research*

Any business may send anniversary information to at world_update@idg.com.

Volunteer photographers needed!

The IDG World Update editors are looking to identify employees worldwide with access to digital cameras who are willing to serve [illegible]s on-call photographers at their business units.

If you would be willing to take an occasional photo of a newly hired colleague, an event happening at your office or employees being profiled in a World Update story, please write to world_update@idg.com.

Channelworld

continued from page 1

Attendees take a break in the reception hall; networking was an important component of the Channelworld event.

travel long distances. There needed to be an educational component in the form of an editorially-driven conference. He looked at what IDG colleagues might be doing in a comparable market, and former ComputerPartner Editor-in-chief Marcel Roozeboom "was more than happy to share all his experiences with Channelworld Netherlands. We adopted almost everything from them, including the fonts and design of the Web site and the sales material."

Another essential element Williamsen learned from Roozeboom is that the editor must also participate in the initial sales meetings. "If the idea for the event comes from the editorial side, the best person to speak about it is the editor, both to deliver a consistent message to customers and to answer questions, and also to show them, by being there, that we think this is an important event, not just another exhibition, and we want them to be part of it."

Partners pay a package deal for a speaker opportunity at the conference, exhibition space, advertising and lead generation. The less expensive package for exhibitors doesn't include a speaker option. Williamsen works with the partners to develop the conference agenda and supplements the program with keynote speakers he selects who are either outside experts or a representative of a vendor with interesting technology.

The Channelworld staff also schedules several breaks for attendees to network with exhibitors, and a networking session with entertainment at the end of the day, so that "everyone can meet and greet, generate new business or just make sure the old business is safe and sound."

Just as the Channelworld editorial staff is lean — Williamsen and Journalist **Niklas Sandberg** work with several freelancers to product both the monthly publication and the newly relaunched Web site — so is the Channelworld event team. "We have an extraordinary sales staff in Sales Director **Rune Antonsen** and his team of sales representatives **Morten Christensen**, **Gunnar Astrup** and Morten Brattli, who also sell for other IDG Norway properties, and Event Manager **Mona Nymo**, who contributes big time to the event."

Write to charles.williamsen@idg.no. WU

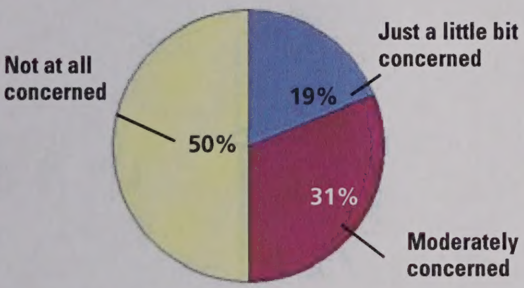
off line for fun

It's that time again! Create a brief caption for the cartoon at right and send it to *IDG World Update* by May 26. The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *Downloaded*. The honorable mention winners will also receive prizes.

Send your creations to world_update@idg.com or fax them to 617-423-0712.

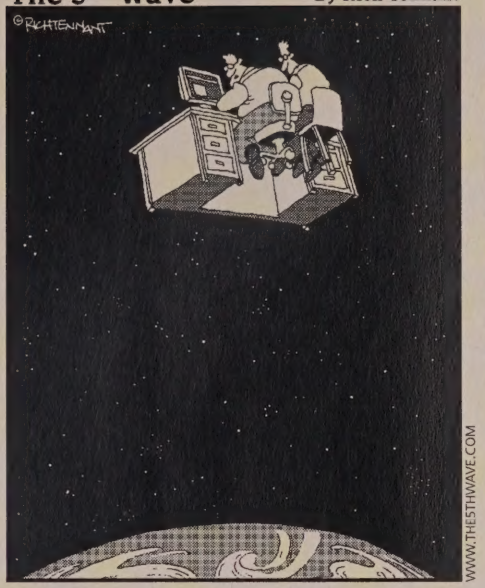
Question of the Week results for May 4

How concerned are you about the H1N1 flu outbreak?



Log on to www.idgcentral.com for this week's question: **How many work-related e-mails do you read and send daily?**

The 5th Wave By Rich Tennant



and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Louis D'Mello *IDG India*
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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, E for All, Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://www.idg.com.

Just a glimpse: excerpts from employee resources on IDG Central

IDG Training Blog by Laurie Butson (May 3, 2009)

How do you keep up to speed with our industry? One of the ways I do it is to read as much as possible. I subscribe to a number of blogs and sites, and I also visit others regularly. I also try to keep up with what people are posting on Facebook and Twitter. There's tons to choose from, and at times it can be overwhelming because there's so much you can read. I may not agree with everything I am reading, but at least I am aware of what's being said and talked about. From there, I can start to separate fact from fiction and decide what I am going to take away from it all.

Here are some sites that I've found useful:

Media Post: http://www.mediapost.com/
Publishing 2.0: http://publishing2.com/
Paid Content: http://www.paidcontent.org/
Rex Hammock: http://www.rexblog.com/
Media Bistro: http://www.mediabistro.com/
Interactive Advertising Bureau: http://www.iab.net
Paul Conley: http://paulconley.blogspot.com/
iMedia Connection: http://www.imediaconnection.com/
UK Association of Online Publishers: http://www.ukaop.org.uk/home.obyx

What are you reading? Post a comment on www.idgcentral.com.

Writing Workshop: The Troubles We've Seen
Faulty Comparisons, Part 2 (week of May 4)
by Stephen Gray and Barbara Lewis

Another mistake that authors often make in framing a comparison is to treat two alternatives as if they were three or more alternatives.

Example: "BLT chose 'native' implementation, while nVidious's products use a bridge technology. Each company claims that its approach makes the most sense."

Since only two companies are involved in the comparison, the situation calls for "more," not "most," as the comparative.

Correct: "BLT chose 'native' implementation, while nVidious's products use a bridge technology. Each company claims that its approach makes more sense."

If you have a grammar-related question, send it to idgcentral@idg.com and the grammar experts will answer it in a future column.

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WWW.IDGCENTRAL.COM

IDG Enterprise group begins defining content strategy

Consolidated group will nonetheless maintain distinct brand identities

As part of last month's reorganization of IDG's U.S. enterprise titles under a single umbrella — IDG Enterprise — former Network World Executive VP and GM **John Gallant** was named to the newly created post of chief content officer for IDG Enterprise. In this role, he will work with the top editorial leaders at CIO, CSO, Computerworld, InfoWorld, ITWorld, Network World and The Industry Standard to set content strategy and ensure that the brands continue to serve their respective audiences with the best products and services in the industry.

IDG's content is the key differentiator for the company, Gallant said. "The trust that readers invest in us is incredible, and it enables us to sell all these great online and print programs, as well as events and custom offerings. My goal is to make sure that we continue to be viewed as the most credible and powerful content source in the tech business."

At the same time, "there are realities about the costs of editorial in a very tough economy that we had to deal with," Gallant said, referring to the elimination of a number of editorial positions across the brands. "That forced some tough decisions, but our focus now is on revamping operations within the group to provide more assistance to one another and to address the growth opportunities we have."

IDG WORLD UPDATE

*One of **John Gallant**'s responsibilities will be to help use the scale of IDGE to create successful social/community media initiatives and ensure that IDGE has strong mobile offerings.*

The editors-in-chief at each of the brands now report in to Gallant, "but they will continue to work very, very closely with their respective publishers so that we have very clear strategies for addressing the markets, customers, and readers each brand serves," he said." The editors have long-standing ties to their publishers, and that's a bond that has

continued on page 5

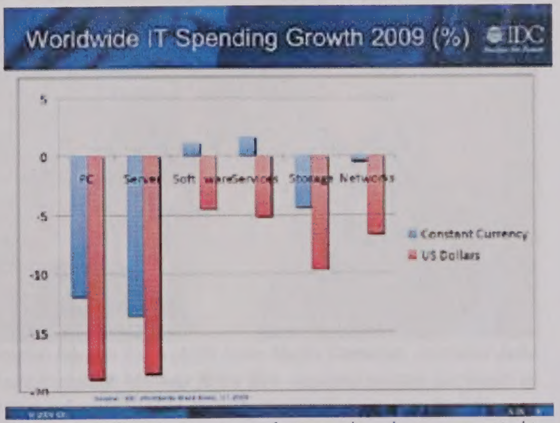
> *"IDG's content is the key differentiator for the company.... My goal is to make sure that we continue to be viewed as the most credible and powerful content source in the tech business."*
>
> *— John Gallant, CCO, IDG Enterprise*

IDC's Black Book forecasts evolve from well-honed process

IDC's clients need timely information about the status and growth of technology market sectors around the world, especially in turbulent economic times like these.

The most comprehensive resource that meets those needs is the quarterly Worldwide Black Book, which is a compilation of end-user spending in about 25 product categories across 54 countries. IDC tracks 100 sectors of the software market, for example, and all those get rolled up into the global IT software spending forecast.

Hundreds of IDC analysts worldwide contribute to the Black Book, so named because its print reports were originally contained in black binders. It has been a subscription product since 1989 and existed in a less formal form for years before, according to IDC VP/Worldwide IT Markets **Stephen Minton**, who manages the Worldwide Black Book and related IT Overview research programs.



Unlike other IT market sectors, software and services are expected to post growth in constant currency this year of 1.2% and 1.7%.

Like almost all IDC research today, the Black Book is a purely electronic product and has been since

continued on page 4

Inside this issue

IDG Germany holds third Making Games Talent conference *page 2*

Australian Reseller News earns journalism award *page 2*

List of profit margin improvement by brand *page 2*

One on one: Bob Carrigan, CEO, IDG Communications *page 3*

Staff from IDC's Center for Consultancy & Research volunteer at childrens' home *page 6*

Celebrating 10! IDC's Mary Menendez *page 8*

in brief

IDG Germany expands program for Making Games Talent conference

Game-related companies recruit prospective employees at IDG Germany's two-day conference, held at the University of Frankfurt.

Germany's IDG Entertainment Media took the opportunity of its third Making Games Talent conference to tweak the event a bit. The conference is designed to bring people interested in careers in the gaming industry together with companies and gaming schools seeking to attract people to their businesses and classrooms.

This year the conference was held over two days instead of one, according to **Gunnar Lott**, IDG Entertainment director, Online and New Business. "On the first day we had the schools and universities that were competing for students, and the second was for development studios searching for potential employees."

He said that while the program's core agenda for both days was the presentations by the schools and studios, "we also had a few talks on more general industry topics and roundtables in which senior gaming professionals gave their views on how the industry works in a Q&A format." Lott spoke about how to apply for a job in the games industry, while an industry executive talked about what work in a development studio is like.

The event was also held on a weekend this year, which Lott said led to a higher number of attendees. "We had 360 paying visitors on both days," he said, with 60 attending both days. Of the event's 15 businesses, which comprised schools, universities and game development studios, 14 sent their general manager to represent them.

The two previous conferences were held in Munich and Hamburg, Germany, while this year's was held in Frankfurt. "We consider this a regional event," Lott said.

Fees increased this year. Students paid 29 Euros (US$39) to attend one day of the Making Games Talent event and 39 Euros ($53) for both days. Gaming companies and schools paid 1,200 Euros ($1,600) each to be part of the event. Amiando.com (http://de.amiando.com/talents) did the online event registration, which cost 3 Euros per registrant ($4), a service that Lott said he highly recommended. GameForge signed on as Gold sponsor, and Nintendo was the Silver sponsor.

"In a nutshell, it was our best event ever," Lott said.

The next Making Games Talent will be held in Munich this October.

Write to glott@gamestar.de.

List of profit margin improvement by brand available on IDG Central

Following are the wholly owned IDG media brands (combining print, online and events where applicable) in eight of the company's global product lines with the greatest improvement in profit margin for the six months ending March 2009 as well as the highest profit margins for the same six-month period.

To see the complete lists for each category, see this story on IDG Central at www.idgcentral.com

Highest Profit Margin October FY09 – March FY09	Greatest Improvement in Profit Margin October FY09 – March FY09
Computerworld Czech Computerworld	*Computerworld* Computerworld Spain
CIO CIO Germany	*CIO* CIO Australia
Networking Network World Japan	*Networking* Network World Japan
InfoWorld/Techworld/Techchannel IWorld Spain	*InfoWorld/Techworld/Techchannel* iWorld Spain
Reseller Australian Reseller News	*Reseller* Channel Partner (Germany)
PC World PC Advisor (U.K.)	*PC World* PC för Alla (Sweden)
Macworld Macworld U.S.	*Macworld* Macwelt (Germany)
Games Gamepro and Gamestar (Germany)	*Games* Gamepro (Germany)
Other brands Job World Online (Denmark)	*Other brands* Digital World Online (Germany)

ARN wins industry accolade

*(L-R): Australian Reseller News (ARN) Editor **Nadia Cameron**, Journalist **Julia Talevski** and Production Manager **Mike Gee** appeared onstage last month as ARN won Best Industry Coverage at the Australian IT Journalism Awards.*

The award recognizes the IT publication providing the most comprehensive source of industry information during 2008. ARN was up against Australian national newspapers as well as The Australian Financial Review's IT section and direct competitor CRN. Sponsored by Sun Microsystems, the IT Journalism awards, or "The Lizzies," are designed to recognize excellence in the IT media and PR community and are judged by representatives from the industry.

Contact Nadia Cameron at nadia_cameron@idg.com.au.

the interview

one on one

Bob Carrigan
The CEO of IDG Communications is this week's columnist. Reach him at bob_carrigan@idg.com.

"I wish I could assure you that all the hard decisions have been made and we'll have smooth sailing from here on out ... but I cannot predict the future. I can assure you that the IDG management team is making the tough decisions that will enable IDG to emerge from this global recession stronger than whatever few competitors may remain."

Q I think we'd all agree it's been an extraordinary year, how are we doing?

A The first half of the year has been difficult on many levels. Revenue is down 15% worldwide for the first six months of FY09 compared to the first six months of FY08. In the U.S., the recession hit our business hard in October 2008. U.S. revenue is down 18% for the first half of FY09 compared to first half of FY08. The recession hit our international business a bit later, in January 2009. IDG's international revenue is down 13% for the first half of FY09 compared to the first half of FY08.

Typically in an economic downturn there are regional bright spots but today most major markets are depressed. As a global company in the midst of a global recession there's no place to hide. Frankly, I've been in this business over 20 years and I've never seen anything like it.

Q How has this drop in revenue impacted IDG?

A With a 15% drop in revenue, we've had to make difficult choices in the past few months to control costs and reduce expenses to maintain our business. IDG is a business tuned to the market, and it is difficult to read the current market, so the only thing we can control with any certainty is costs.

In the past six months, we've implemented a variety of cost-cutting measures. I now review and approve major capital expenditures, we've discontinued unprofitable products and services and we've postponed company meetings like the Global Product Support Center meeting. Business units around the world have reduced their staff size, consolidated operations, cut employees' pay and eliminated certain employee benefits. Many of these measures are gut-wrenching, especially in a company that prides itself on employee happiness, but they are absolutely necessary for us to remain profitable.

Q Why does IDG need to stay profitable? Why can't we run a deficit until the market rebounds?

A Profitability is critically important. It is central to remaining masters of our own destiny. IDG is the only independent media company left in our category and one of just a few independent companies when you look at the media industry in general — the others have become part of global conglomerates or are beholden to private equity investors. Many of these companies became acquisition targets simply through a lack of discipline and deficit spending. These companies are now managed to maximize the outcome for investors, not employees.

IDG's independence gives us tremendous flexibility, and the freedom to determine our own future, but this independence comes with a burden. We must cover our expenses and reduce costs wherever possible to free up the resources we need to invest in future growth opportunities.

Q Can we grow in this environment?

A IDG is in a strong category. Technology is a huge part of the world economy and it is a media category that lends itself well to a digital strategy. As a web-centric company, I'm confident that we will come through this recession strong, lean and ready to take more than our fair share of the market once our customers start spending again.

Q You spend a lot of your time with IDG customers — any sense when they might start spending?

A Our customers are planning quarter by quarter since they're waiting for budgets. Many technology companies set their marketing budgets as a percentage of revenue, when revenue declines the marketing budget declines as well, especially for brand and image advertising. Despite smaller budgets, these companies need to keep the sales pipeline flowing, so our customers are spending more on performance marketing. In fact, IDG's lead generation business is up year over year from FY08.

Q When the market recovers what will IDG look like?

A We'll have a leaner structure that reflects our web-centric strategy and that serves us better. We'll have more resources invested against digital initiatives. Let's look at the market: Users are clearly migrating online. I believe that tech marketers will allocate 50% of their marketing budgets to digital within in a few years, up from a 10% to15% allocation today. In order to maintain our leadership in the tech media category, we need to continue to invest in the technology that will power our digital strategy. We must invest and expand in areas such as lead generation, vertical advertising networks, social media, syndication, marketing services, database acquisition and online audience development.

Beyond purely digital initiatives, I need to emphasize the importance of events and marketing services. Events will continue to be a major area of focus and opportunity. When I mention the importance of marketing services, I am referring to the advantage that IDG has in delivering integrated media offerings to marketers including custom media, digital, print, lead generation, events, research, etc. Marketers like to deal

continued on page 7

Key questions answered

IDC's Worldwide Black Book answers client questions such as:

- What are they key emerging markets and ICT hot spots around the world?
- What proportion of overall ICT budgets is allocated to hardware, software and services spending?
- How do Asia/Pacific and Europe, the Middle East, and Africa differ in ICT investment strategies?
- What is the impact of economic trends on ICT spending?
- Which market sectors are expected to enjoy the largest share of investment in the next five years?
- Which states and regions offer the most opportunity for increased IT spending?
- What is the size and growth rate for telecom equipment sold to enterprises and service providers?

Black Book topics

During the course of the year, the Black Book addresses these topics:

Servers
(by three industry segments)
Storage hardware
(disk and tape)
Printers and MFPs
PCs
Peripherals
Smart handheld devices
Workstations
Packaged software
(by major industry segments)
Telecom equipment and services
IT services
(split by major activity segments)

Black Book

continued from page 1

last year. However, Minton noted, IDC does produce some hard copies of selected research documents for clients who request print versions, but those numbers are few and declining. The Black Book data is published in Excel files and relatively brief summaries and packaged according to market sector and geography, so clients can easily find what they're looking for.

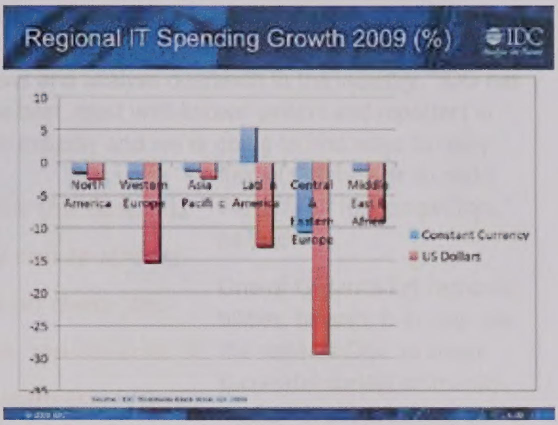
The creation of each Black Book begins locally, as the contributing analysts compile data that's specific to their markets, such as how many PCs have been sold, or how much revenue the telecom market has generated. Analysts factor in common inputs such as gross domestic product (GDP) growth, penetration rates and average product prices and then run their forecast analysis using the computer model that best suits their needs. Some, particularly newer employees, use standard models that IDC provides during training sessions; others have developed their own.

Surveys are an important component to adjusting the models. Designed by the analysts themselves and managed by IDC's Quantitative Research Group led by **Carol Glasheen**, they can be specific or general and examine different sectors of the market to give a constant update on what buyers are thinking and how the market is affecting their thinking.

Minton

All the models, after being adjusted, are used to create new forecasts, and those are rolled up into the Black Book by a team of regional analysts comprised of **Gary Koch** (Asia/Pacfic), **Marcel Warmerdam** (Europe), **Pavel Roland** (Central Europe, Middle East and Africa), **Renato Troya** (Latin America) and **Thomas Dyer** (Canada).

"It takes time to pull together all the data that hundreds of analysts have produced, so at this point, we're looking at numbers from a few weeks ago or more," Minton said. "In the meantime, particularly in the last six months, the bar keeps moving in terms of what's happening with the global economy."



According to IDC's most recent Black Book, Latin America is the only region now expected to show a gain in IT spending this year in terms of constant currency.

At that point, Minton, Research Manager and Economist **Anna Toncheva** and Chief Research Officer **John Gantz** look at comparisons on the trends across different markets, see how they are behaving and do a quarterly review with the IDC Management Team, which consists of IDC President & CEO **Kirk Campbell** and his direct reports, primarily IDC senior vice presidents. That group will then make some recommendations about which research groups might need to run their models again to take into account recent economic changes, especially looking at the data in the context of how GDP growth has performed recently in various parts of the world.

Once those final readjustments have been completed, Minton and Gantz write a summary for the Black Book that highlights the most dramatic changes from the previous Black Book. Occasionally, IDC will produce an interim IT spending forecast report in between Black Books that is modeled to take into account new economic assumptions, such as that the recession will be even worse than the previous forecast had considered.

Most recently IDC issued such a report in February. Economic Crisis Response: Worldwide IT Spending 2008–2012 Forecast Update — February 2009 Revision used economic forecast data from the International Monetary Fund, a set of baseline macroeconomic assumptions developed by IDC and market-specific inputs regarding vendor product cycles, supply availability, and technology adoption patterns.

IDC sees a spike in global media mentions following the press releases that are issued with every new Black Book, as Minton and other IDC analysts are quoted frequently in the press. IDC's U.S. home page, www.idc.com, and many other IDC sites in other countries include a Black Book Daily graphic series showing the industry's hottest market trends in an easy-to-use downloadable slide.

"Compiling all the data for the Black Book at the top-line summary has become a real process, which wasn't always the case," Minton said. "IDC has evolved a lot over the past 10 years, and the implementation of set schedules and common definitions has contributed to a much smoother workflow than what was in place when I first joined the company 11 years ago."

Write to sminton@idc.com. WU

Coming up

CIO of the Year Conference & Awards
An IDC and IDG event
May 25
Copenhagen, Denmark
www.idc.com

Computerworld Honors Program
June 1
Andrew Mellon Auditorium
Washington, D.C.
www.cwhonors.org

Electronic Entertainment Expo (E3)
Produced by IDG World Expo
June 2-4
Los Angeles Convention Center
Los Angeles
www.e3expo.com

CIO Perspectives Forum
Local Connections on Global Issues
A CXO Media event
June 10
Chicago
www.cio.com

Cloud Computing Forum
A Computerworld event
June 16
Hyatt Regency Santa Clara
Santa Clara, Calif.
http://cloudcomputingsymposium.com

Next Generation Data Center
Aug. 12-13
Moscone Center
San Francisco
www.ngdcexpo.com

OpenSource World
Aug. 12-13
Moscone Center
San Francisco
www.linuxworldexpo.com

CloudWorld
Aug. 12-13
Moscone Center
San Francisco
www.linuxworldexpo.com

CIO 100 Symposium
Aug. 23-25
he Broadmoor
Colorado Springs, CO
www.cio.com

IDG Enterprise

continued from page 1

to stay strong."

Gallant said that while the individual brands will maintain their focus on serving their specific audiences, writers and editors could be deployed across brands.

"We are going to ensure very strong brand focus for our content resources — meaning we want smart people passionately committed to serving their audiences. At the same time, we'll be looking at ways to get the most out of a great team of writers and reporters across the enterprise groups to make sure we have the widest, most timely and best coverage of all the companies, people, issues and technologies across the enterprise IT industry, including consumer technologies that are having a deep influence on enterprise computing," Gallant said.

> *"I'm going to work with the business side to ensure that we create strong sales offerings around all these programs — social, mobile, multimedia. A key challenge for the leaders of IDGE is to find the resources and unlock the internal expertise to develop programs in these high-growth areas."*
>
> *— John Gallant*

Gallant said he is currently working with IDG News Service Editor-in-chief **Elizabeth Heichler** to explore ways to better coordinate the efforts of both groups to ensure that IDG continues to field the strongest news and analysis operation in the industry. "IDG has the best, most well-known writers and reporters in the industry and we're going to find ways to really flex all that muscle to make life difficult for competitors," he said.

One of Gallant's key responsibilities, he said, is to help use the scale of IDGE to create successful social/community media initiatives as well as make sure that IDGE has strong mobile offerings.

"I'm going to work with the business side to ensure that we create strong sales offerings around all these programs — social, mobile, multimedia. A key challenge for the leaders of IDGE is to find the resources and unlock the internal expertise to develop programs in these high-growth areas."

For more information, contact John Gallant at jgallant@nww.com.

Who's who on the IDG Enterprise Executive Committee

IDG Enterprise includes IDG's U.S. B2B brands including CIO, CSO, Computerworld, InfoWorld, ITWorld, Network World and The Industry Standard. Heading up the group is IDG Enterprise President and CEO **Michael Friedenberg**. Friedenberg will work closely with the newly appointed 12-person IDG Enterprise Executive Committee.

IDG Enterprise Executive Committee:

Matt Avery, SVP, Custom Solutions Group and Marketing: Matt will oversee the custom efforts across all brands and oversee marketing.

Patty Chisholm, SVP Human Resources: Patty will oversee HR for the organization.

Martha Connors, SVP and GM, Online: Martha will continue to oversee the Online Publishing Group which now services all enterprise brands.

Ellen Daly, SVP, Events: Ellen will oversee the event portfolio (excluding DEMO as noted below) and event marketing and operations for those events.

John Gallant, SVP and Chief Content Officer:John will oversee all content (including but not limited to editorial, social media and user-generated content) across the enterprise brands. Each editor-in-chief across print and online will report into John with dotted-line accountability to their respective publishers.

Bob Melk, SVP and Group Publisher: Bob will oversee sales for all brands, and the integrated publishers (CIO, CSO, CW, NWW) will report in to him. Bob will retain his CIO publisher role as well. Separate sales efforts for each brand will continue with strong collaboration across the enterprise brands.

Nancy Newkirk, VP, IDG Technical Services Group: Nancy's team will continue to provide the enterprise with technical support and oversee the CI database efforts.

Gregg Pinsky, SVP Online Sales and Operations: Gregg will oversee online sales and ad operations for all brands.

Neal Silverman, SVP, DEMO: Neal will be responsible for growing and developing the DEMO brand, deploying many of the successful concepts across all of the brands and expanding the IT Roadmap series across IDG Enterprise.

Matt Smith, SVP and COO, Enterprise Services Group: Matt will oversee the Finance, Facilities/Reception, Production, Circulation and Distribution functions across the enterprise.

Pam Stenson, SVP and GM, CIO Executive Council: Pam will oversee the CIO Executive Council and Pathways programs.

Matt Yorke, SVP, Corporate Sales & Marketing: Matt continues to report directly in to IDG Communications CEO **Bob Carrigan**. In addition to those responsibilities, Matt will be part of the IDGE Executive Committee to enable close ties between the enterprise sales efforts and IDG Corporate Sales.

Staff at IDC's India office support local children's charity

Piyush Singh *(center), managing director of IDC CCR India, presenting a painting created by hand imprints of children at Sahasra Deepika to its Founder, Dr. T.V. Ramakrishna (left), while* ***Samaj Bhaskar*** *(right), editor, Publishing Services, looks on.*

From l-r: ***Naveen Hegde****, market analyst, Software Research, IDC AP;* ***Umesh Divakaran****, manager graphics production, IDC U.S.;* ***Namratha Darshan****, market analyst, ERS, IDC AP;* ***Ridhi Sawhney****, market analyst, Software Research, IDC AP;* ***Supriya Kamath****, Sr. Contracts Research Analyst, IDC U.S.*

Staff at IDC's Center for Consultancy and Research (CCR) spent half a day earlier this month, with children at Sahasra Deepika International for Education based in the outskirts of Bangalore, India. This charitable trust provides a home and education for underprivileged children. There are currently 56 children residing at the Sahasra Deepika Campus, all of whom are either orphans or children from destitute single parent homes.

Employees spent time with the children and organized a painting session and some games, which were enjoyed by all. The children and CCR employees created two special paintings featuring the children's hand prints. One of these was presented to the founder of Sahasra Deepika, Dr. T.V. Ramakrishna, and the other painting decorates one of the walls in the reception area at CCR.

The visit was organized as part of CCR's Charity and Community Service Program. This program is designed to provide CCR and its employees with opportunities to give back to the community on a regular basis. The program is run by the Charity Committee @CCR, which is made up of employee volunteers. The committee selects events and charities that CCR employees would like to support. These events can include fundraisers, blood donation drives, gift giving opportunities, and so on. CCR also provides matching donations under this program for donations made by its employees to nonprofit medical, cultural or social service programs or organizations approved by CCR.

Sahasra Deepika is one of several charities that are supported by CCR. More information on this organization can be found at its Web site: www.sdie.org.

IDC's Center for Consultancy and Research, a wholly owned subsidiary of IDC, was incorporated in May 2005 in Bangalore as a resource center for IDC worldwide. Staff based at CCR work full-time for managers based in the U.S. and Asia/Pacific. At present CCR has 52 staff providing services such as research support, publishing services, statistical analysis, database management, and research tools development to various IDC offices. CCR was established and is managed by Managing Director Piyush Singh (psingh@idc.com), a 15-year IDC veteran.

For more information about the CCR Charity Committee, contact ***Ridhi Sawhney****, market analyst, software research, IDC AP at rsawhney@idc.com.*

meet your colleague

IDG's Michelle Chase

In 21 years spent solely with IDG Corporate Services Group's (CSG) Credit Department, **Michelle Chase** has risen from a part-time administrative assistant to executive assistant to the department's corporate credit manager, **Amy Hanania**.

"My job is always changing," she said," and that's the best part of it. That and the good people I work with; we're a family here." Chase currently provides support for Hanania and the department's staff of 10; coordinates with IDG's bank services advisor on incoming checks, deposits and payments to IDG; helps in the preparation and distribution of reports, such as receivables, to IDG business units; maintains and reviews collection agency accounts; does tearsheeting of ads run in IDG publications; and handles any special projects that arise.

One of Chase's cherished special projects is heading up the Corporate Services Group's Community Service Team, a group she started assisting in the early 1990s. "It's one of my favorite parts of working for IDG," she said.

To read more, see this profile on IDG Central at www.idgcentral.com.

Michelle Chase

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26
Michelle Reyes *PC World*

22
Steve Lennox *IDG Australia*

21
Vicki Peilen *PC World*

20
Kim Nash *PC World*

18
Megumi Okamoto *IDG Japan*
Paula DeMeo *IDG*

17
Kimberly Brinson *PC World*

15
Julia King *Computerworld*

14
Nancy Koral
IDG Research Services
Karen Smalarz *IDG*
Jodie Naze *Computerworld*

13
Albie Minkovitz
IDG Research Services
Mari Keefe *Computerworld*

12
Matthew Bennett *CIO U.K.*
Rocco Bortone
Online Publishing Group

11
William Xu *PC World*

10
Jonathan Guloyan *IDC*
Sharon Gaudin *Computerworld*

9
Thomas Heim *IDC*
Jim Galbraith *Macworld*
Robert Mitchell *Computerworld*
Bill Rigby *Computerworld*

8
Brian Buizer *PC World*
Richard Clooke *PC Advisor*
Jiro Hirose *IDG Japan*
Anders Huldt *IDG Sweden*
Zhou Xu *IDG Asia*
Jennifer Duffin *IDG World Expo*
Leigh Mills *IDG*
ese Patterson *IDG*
n Harris *Computerworld*
Kevin Gerich
Online Publishing Group

6
Shantini Singh *IT World Canada*
Mark Barreca *PC World*
Nelva Riley IDG Communications
Christine McKay *CXO Media*

5
Xiao-Fei Zhang *IDC*
Norihiko Seki *IDC Japan*
Chris DaRosa *Computerworld*
Carrie Ann Mathews
CXO Media
Lynn Holmlund *CXO Media*

4
Jeffrey Dong *IDC China*
Melinda Reilly
IDG Corporate Sales
Rachan Reddy *IDG Ventures Vietnam*
Alison Dwelley *IDG World Expo*

3
Maureen Fleming *IDC*
Larry Fauscette *IDC*
Kate McDonald *IDG Australia*
Kristen Margulis
IDG World Expo
Jason Croci
Online Publishing Group

2
Jason Brightman *PC World*
Bob Cree *PC Advisor*
Laura Robertson *IDG U.K.*
Nikki Causer *IDG U.K.*
Ramesh Babu *IDC Singapore*
Gilene Caiado *IDC Brazil*
Brenda Villalobos *IDC Mexico*
Marcos Iuato
Now! Digital Business
Jillian Gardner *IDG*
Bhavna Verma *IDG Technology Services Group*
Toni Conrad
Online Publishing Group

1
Liz Devlin *Techworld*
Angeline Lee *IDC Hong Kong*
Satinderpal Sandhu
IDC Singapore
Adil Shahzad
IDC Center for Consultancy and Research
Rathina Sabapathy.M
IDC Center for Consultancy and Research
Aline De Souza
Now! Digital Business
Kazuhiko Inouye *IDC Japan*
Kieran Fitzpatrick *PC World*
Robert Rebecchi *IDG*
Peter Longo *IDG Syndication and Networks*
Tara Shea *CXO Media*
Renee Arnold *Network World*

One on one

continued from page 3

with category leaders that can integrate a variety of marketing programs across various media. IDG is the dominant company in our category in the area of marketing services.

Q What's the role of journalism in IDG's digital future?

A Journalism is at the core of this company and it has tremendous life in the digital world. That said, not everything in a digital world is journalism. The Web is more of a programming environment so to keep users engaged with our sites we need to offer an interactive experience. User surveys tell us our audiences want a superset of content that includes IDG editorial along with vendor content, white papers, blogs, user-generated content, etc.

Q What does that mean for journalists?

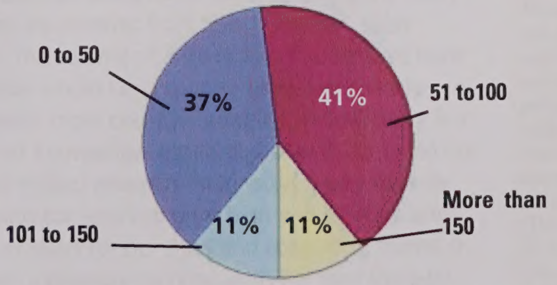
A Like everything else in the media business journalism is evolving. We've got writers using Twitter, initially to follow sources, who in the process become part of a whole ecosystem that they say makes them better journalists and helps them stay closer to their audience. As journalists in a Web-centric environment we need to bring a sense of urgency to optimize what we do — we need to be quick, to be first, and to be part of the conversation.

Q You've spent that past few weeks talking to IDG Communications employees in the U.S. about the state of the company. Is there anything you've told them that might be helpful to IDG Communications employees worldwide?

A I've said, "I wish I could assure you that all the hard decisions have been made and we'll have smooth sailing from here on out … but I cannot predict the future. I can assure you that the IDG management team is making the tough decisions that will enable IDG to emerge from this global recession stronger than whatever few competitors may remain. I believe in this company. I believe in our future. I hope you do, too."

Question of the Week results for May 11

How many work e-mails do you read/send daily?



Log on to www.idgcentral.com for this week's question: **How do you usually record television programs?**

celebrating 10!

Name
Mary Menendez

Home
Kingston, N.H.

Joined IDC
June 1998, as an Inquiry Analyst.

Current responsibilities
Senior Inquiry Analyst handling services-related research inquires as well as several Preferred accounts.

Most challenging part of my job
I have a birds-eye view of the industry. I have to quickly assess what the client needs, ask the right questions to clarify the incoming request and determine what we can provide and where to go to get it. There's a lot of juggling of multiple requests and setting of expectations.

Best part of my job
No two days are ever the same. Client requests are so varied, and research is continually evolving. I have been working with some of the same co-workers and clients for many years, and it has been great.

What's kept me at IDC for 10 years?
The people — co-workers and clients and the satisfaction I get when I know we have really come through for our clients. In addition, with all the turmoil in the economy, I appreciate that as a company we are fiscally managed well.

Interests outside the office
Ice skating, home improvement projects, horses, pro-life education, free market economics, gardening. Next weekend I am going to plant three varieties of heirloom blueberries. Plus I like going to yard sales and antique stores to find unique items.

Family
My husband is Marco. We have a son Marco, age 4, and a daughter, Nicole, who will be 2 in September.

Proudest accomplishment at work
Providing consistent, quality service to clients through the years. There's nothing better than a happy customer.

What skill I wish I had
If I were handier with tools and not afraid of ladders, would save money fixing my roof myself.

Collection
I am a pack rat when it comes to e-mail. I don't save everything, but I have some inquiries going way back.

My last meal would be
Anything my mother-in-law would cook. She passed away a few years ago, but she was an unbelievable cook. There was a running joke among her friends and family that she could make a pot of rocks taste good.

IDG Chairman ***Pat McGovern*** *recently hosted IDC's* ***Mary Menendez*** *at a dinner in Boston in honor of her 10 years of service to the company.*

What others can't tell just by looking at me
I have my motorcycle license and own a 500 cc Honda Magna. I was the first female in my family to get my motorcycle license, and my family, friends and co-workers were shocked.

Retirement dreams
Stay mentally active (and hopefully physically, too). I have a long list of books I want to read. I need two lives to get through them all, but hopefully in retirement my eyesight will be still good enough to read some of them.

Manager's profile
"Mary does an exceptional job supporting the many inquiries she receives from clients and IDC sales people. The volume of inquiry that she receives from IBM alone would keep anyone busy, and she supports many more clients in addition to IBM. Mary is a wealth of knowledge, especially when it comes to our Services-related research. Mary plays a very big role in keeping our renewal rates high and is also a great source of leads for our sales and consulting teams. It has been a pleasure working with her over the past 10 years!"

— Kim Schuberthan, director, Client Service, IDC

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Bob Carrigan *IDG Communications*
John Gallant *IDG Enterprise*
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Stephen Minton *IDC*
Michael Shirer *IDC*
Rebecca Segal *IDC*
Piyush Singh *IDC Center for Consultancy & Research*

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International Data Group is the world's leading technology media, events, and research company. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers. Media brands are in more than 90 countries and include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. The company's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, OpenSource World, E3 Expo, DEMO, Storage Networking World, and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. Additional information is available at http://www.idg.com.

IDG World Update

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WWW.IDGCENTRAL.COM

Government Insights' event targets environmental issues

Inaugural Eco-City Congress draws industry experts, government leaders

Government Insights
Eco-City Congress 2009

*Taking part in a panel discussion at the one-day Eco-City Congress held in Shanghai this month were (l-r): **Raphael Phang**, vice president, Government Insights Asia Pacific; Sundeep Khisty, green practice leader, EDS, an HP company; **Roberto Masiero**, president, IDC International; and **Michael Guo**, managing director, IDC Greater China.*

Amidst growing concern about the environment and the Chinese government's emphasis on sustainable development and planned eco-cities, IDC's Asia/Pacific Government Insights staged its first Eco-City Congress in Shanghai earlier this month. The event examined issues around environmental responsibility, the role of IT and how governments should be planning for green cities and a "green-collared" workforce. More than 90 executives from IT companies, manufacturers and industrial parks as well as government officials from Shanghai attended the one-day event.

Sponsored by EDS, an HP company, the Eco-City Congress provided participants with the opportunity to gain insights and fresh perspectives from global green technology leaders on concepts, approaches, and case studies in eco-friendly practices. The high profile one-day conference featured keynote presentations from leading analysts from Government Insights and industry experts. Analysts from Government Insights Asia/Pacific, IDC and EDS jointly shared their insights on how green technologies, in particular IT-enabled green technologies, can be leveraged by enterprises in China not only to grow their businesses, but also to preserve the environment.

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Computerworld España site reaps gains from redesign

A redesign and some backend retooling last month produced an 80% growth in page views for Computerworld España's Web site (www.idg.es/computerworld/) in just over four weeks.

IDG Spain, the first IT publisher in the country to venture into the Internet space, currently has 10 Web sites, all of which needed design and programming upgrades. According to **Arantxa Aguilera**, IDG Spain online manager, the sites were originally built using an old ASP Microsoft programming language that had seen many additions and changes over the years, resulting in complex coding that search engines could not index properly. Last October, Computerworld España changed its print publishing frequency from weekly to three issues per month, as well as updated the magazine's design.

"The goal of these changes was to adapt the publication to a more Web-centric model, with the Web site as primary source of daily information and the print magazine a place for in-depth analysis, articles and interviews," said Computerworld Espana Editor **Fernando Muñoz**, who is responsible for the site's editorial content.

IDG Spain Web programmers and editors worked together to build a new Computerworld España Web site completely from scratch. "We wanted to launch a brand-new site with all the experience and editorial value of the magazine but with a fresh look, a clean, simple, modern design," Aguilera said.

While the new site was being built and tested there were two Computerworld sites for several weeks — the soon-to-be-replaced old one and a beta-test version of the new one on IDG Spain's intranet where

continued on page 4

in brief

Toolbar offers PC Advisor readers convenience and brand visibility

PC ADVISOR
PCA TV
Videos
Blogs
Forums
News

As an additional way to build visibility, PC Advisor (PCA) has created a free Web browser toolbar for its online community.

Developed by PC Advisor Managing Editor **Matt Egan**, who used the free Conduit service to create the toolbar, the PC Advisor Community Toolbar contains links to PC Advisor's online News, Reviews, TV and Blogs sections. Users can also directly access the PC Advisor Forums, PCA RSS feeds and Twitter.com/PCAdvisor.

The link to the free PCA toolbar can be found on the home page of www.pcadvisor.uk, and users can download and install the toolbar in seconds. It provides single-click access to PC Advisor content, as well as PCA-branded Google search. It is compatible with Firefox, Internet Explorer and most other Web browsers.

"The toolbar puts prominent PC Advisor branding on to users' desktops, so that every time their browser loads, they see the PC Advisor name," said IDG U.K. Group Marketing Manager **Nikki Causer**. Other IDG U.K.sites are considering creating their own toolbars in the near future.

PC Advisor editors can update the links and logos on the toolbar in real time using Conduit's Web interface. Analytics are provided as part of the free service.

Any site manager can build a community toolbar using the Conduit application programming interface, which makes it easy to create components in the toolbar. Go to www.conduit.com, sign up and follow the instructions.

Write to matt_egan@idg.co.uk or PC Advisor Publishing Director ***Simon Jary*** *at sj@idg.co.uk.*

IDG Spain signs as media partner for major enterprise event

For the first time, IDG Spain has signed an agreement to be a media partner for SIMO, a major international IT fair for enterprise services and solutions that will be held in Madrid Sept. 22-24. Both IDG Spain and Computerworld España will serve as media partners

IDG Spain will include ads for the expo in all its magazines and sites, including a small triangular SIMO logo on the upper right cover of each magazine. Subscribers will receive their magazines in the months leading up to the event in a plastic bag with the SIMO logo.

simo network
Feria Internacional de Servicios
y Soluciones TIC para Empresas

IDG Spain publications will also provide full coverage of the event, and the company will create an online site with information before, during and after the show. The entire marketing program will bring in 65,000 euros (US$88,985) in revenue to IDG Spain.

More than 300 exhibitors are expected at SIMO this year. Unidad Editorial, which owns El Mundo, the large Spanish general-interest newspaper and Expansion, the country's largest business paper, is the other media partner.

Write to IDG Spain Country Manager ***Manuel Pastor*** *at mpastor@idg.es.*

McGovern featured in Success magazine

MCGOVERN INSTITUTE FOR BRAIN RESEARCH

Patrick McGovern *stands outside the McGovern Institute for Brain Research.*

IDG Chairman **Pat McGovern** was featured in the May issue of Success magazine in a profile that focuses on his strategies for successfully nurturing the growth of the company from its launch — financed by the sale of his car — to the multibillion dollar global media company it is today. Read the profile at www.success.com.

Briefly noted

PCWorld.com was among the top three quickest loading technology sites recently tested and reported on in the Sam Whitmore Media Survey. SWMS tested 30 sites and found the home pages of the three fastest, on average, loaded in less than four seconds. The three slowest-to-load sites took between nine and 15 seconds. Other IDG sites tested included Network World (4.88 seconds), Computerworld (4.93 seconds) and InfoWorld (6.43 seconds). Whitmore noted the growing importance of page-load performance as readers increasingly rely on smart phones to access content. *www.mediasurvey.com*

Speaking at a news conference earlier this month, **IDG Ventures India Managing General Partner Sudhir Sethi** told reporters the company would likely open a second fund in late 2010 valued between $250 million and $300 million. Sethi said the launching of third-generation mobile phone services represents a big investment opportunity for IDG Ventures, with likely investments in startup companies being set up to support 3G operators. He said gaming and electronic commerce are also likely investment areas for the company. *sudhir_sethi@idgvcindia.com*

IDG has signed on as a content partner for Reuters' newly announced destination site aimed at the small business community. Brokered by IDG Networks and Syndication (see story page 1) the deal will place clearly branded content from CIO, PC World, Network World and Computerworld in front of Reuters readers at www.reuters.com/finance/smallbusiness. Other Reuters content partners include BNET, Entrepreneur, Greener World Media and Wired.

U.S. based-IDG TechNetwork (www.idgtechnetwork.com) is adding IDG subsidiaries in Germany, Sweden, Spain and India to the ad network. IDG Communications U.K. joined the IDG TechNetwork last summer. Since its launch one year ago, the network has grown to more than 150 non-IDG Web sites with more than 40 million unique visitors per month. *peter_longo@idgsn.com*

the interview

one on one

Michael Hermann

The managing director of IDG Switzerland is this week's columnist. Reach him at michael.hermann@idg.ch.

IDG Switzerland at-a-glance

Titles published by IDG Switzerland

- Pctipp (print) and Pctipp.ch (online)
- Computerworld (print) and Computerworld.ch (online)
- Digitalliving.ch (online)

Number of employees 30

Key focus for 2009 B2B, online, profitability of the company

> *"Although most of our customers' advertising budgets have been radically cut, they still want to invest in our products. If they cannot currently book huge image campaigns, they are enthusiastic about the performance-oriented models, lead business, sponsorships, press-releases and so on."*

Q You joined IDG Switzerland a little more than a year ago. What have been your key priorities?

A When I joined IDG Switzerland, revenues were decreasing, five out of six Computerworld editors had recently left our editorial department, our sales director and head of sales support then left, followed by our CFO. In total, more than half of our 30 employees are new to IDG in the past year. My first priorities have been, therefore, to rebuild the company, solve our personnel issues and identify, recruit and train promising new employees. In retrospect, this staff turnover has been a stroke of luck for IDG Switzerland as we had the opportunity to find new staff for key functions within our business unit who support our strategies from the beginning.

At the same time I reorganized the company, and together with our new CFO, I have been working on our first three-year-plan. Another key priority was the relaunch of the print edition of Computerworld, which now appears in a bimonthly magazine format. Next, we re-engineered our computerworld.ch site, launched several new services including the press release platform and job site, implemented a shopping solution and a CIO channel. We've also reorganized our sales department and developed new cross-media sales programs and presentations. Finally, we've ended our relationship with online sales agency AdLink, and brought ad-serving and online sales in-house.

Employees at IDG Switzerland, most of whom are handling increased responsibilities, have done an excellent job with all these changes. All employees are under a lot of pressure, but they love their work and the quality of their output is excellent.

Q How big is the Swiss IT market? What's unique about your market?

A Switzerland has a population of about 7.5 million people; approximately 5 million speak German, the rest speak French, Italian and Rumantsch. Between 100,000 and 150,000 people work in IT.

What's unique about the market? Switzerland is in the center of Europe, and we have IT managers with extraordinarily high buying power. Many international companies have their headquarters here in Switzerland. For example, Google opened its European headquarters last year here in Zurich. Switzerland has a very high percentage of households (compared to the rest of Europe) that have high-speed and broadband Internet access. In some ways Switzerland is very modern; on the other hand, with regard to media consumption, it is still highly print-oriented. Surveys show that even top IT professionals prefer to get information from print publications. More than 54% of advertising spending across all industries has been for print for the last couple of years with only 2% to 3% going to online. Compared with other European countries, online spending is radically under average. With regard to the ICT market and media spending, most is still put into print, but we sense a change of thinking with the younger decision makers that are now beginning to influence spending. Within the last two years surveys show a 50% decrease of advertising spending within the Swiss IT and ICT market. Also with regard to lead generation, Switzerland is pretty tough. Because of the small market size, most companies know all their clients and potential clients personally. It's a hard piece of work to convince our clients to do lead gen with us, and as we are the first company that has implemented these B2B programs seriously, we have to educate and explain the benefits of lead gen programs to our customers.

Q All IDG business units are looking to control costs during this recession. What have you been doing and how successful have you been?

A We have reduced the size of our staff and are now at the point where further reductions would risk harming the business. The management team, including myself, are forgoing bonuses in order to protect employees, and we have not adjusted any salaries for inflation. We are using a less expensive paper for Pctipp and Computerworld and postponed some projects we had planned for this year including implementing a new CRM system. We have also reduced some other expenses, and we are concentrating on our core competencies and outsourcing the rest.

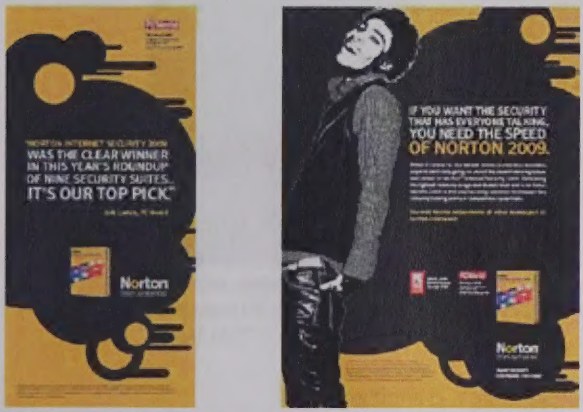
Q Can you talk about changes you have made in the way your sales team is organized?

A Whenever we can, we focus on selling cross-media packages and securing long-term agreements with our clients. We generally don't offer discounts, but depending on their situation and on the amount they want to invest, we work to add value on top. The more they want to invest, the more possibilities for added value. We try not to sell just an online campaign or an advertising page. We want to help them understand the benefits of integrated campaigns — online, lead generation, print, sponsoring packages for our events, using our press release service — we want our clients to have the maximum success. Happy clients will come back in years to come.

continued on page 6

PC World answers client's call for innovative print ad

Timing is everything. Shortly after PC World's sales team held a March brainstorming meeting to come up with new and unique advertising opportunities for clients, PCW print and online client Norton From Symantec contacted PCW looking to pursue more creative print advertising opportunities. The end result in the July issue is a PCW first: a cover flap that continues to an inside spread that promotes the security software's company's 'You need the need for speed' campaign.


WAS THE CLEAR WINNER IN THIS YEAR'S ROUNDUP OF NINE SECURITY SUITES.
IT'S OUR TOP PICK
Norton
IF YOU WANT THE SECURITY THAT HAS EVERYONE TALKING, YOU NEED THE SPEED OF NORTON 2009.
Norton

Above is a mock-up of the proposed Norton From Symantec ad. The image on the left will run on the reverse of the flap; on the right is the inside cover.

"Their timing and ours were so in sync," said PCW Northwest Account Executive **Melissa Gruber**. In the past PCW had largely offered clients traditional advertising opportunities, including full-page ads, two-page spreads, columnar ads and card inserts. Taking a cue from Esquire magazine's January cover (go to http://tinyurl.com/r4a276) that had a window flap in the middle of the cover that opened to reveal quotes from the issue's articles as well as an ad for a new series on the Discovery Channel, the PCW sales team discussed gatefold ads tied to feature-article spreads as well as creative cover opportunities such as flaps attached to the spine or top of the cover.

"Norton From Symantec was very interested in something innovative and new," Gruber said. "We had weeks of discussion on what PC World could and couldn't do from a production standpoint." Gruber and PCW Associate Publisher **Kathy McKay** worked with Symantec and its San Francisco-based agency Grey Advertising on front-cover options, eventually signing off on a five-inch flap that covered the left half of the front cover, the underside of which had Symantec's ad, which then continued on the inside of the cover.

"This was something completely new for PC World," Gruber said, "and Kathy helped me with all the program details and pricing guidelines." Some of these included production pricing and logistics, how much paper would be involved and of what weight, and how postage would be affected.

Symantec signed off the cover-flap ad unit for four issues that will run from July through October (the July issue will appear on newsstands June 16). The four issues will feature the same ad campaign, and although the design will remain constant, the text will change from issue to issue, Gruber said. In the future, Gruber said PCW hopes to sell clients the cover flap and the two-page inside cover spread.

"Print advertising can be bold and creative," Gruber said. "It is still a viable medium that can successfully deliver our clients' messages, lifting brand favorability and readers' purchase intent. Our program, which we would love to replicate for Macworld, is structured so there's a clear distinction between editorial and advertising, keeping PCW's readers's trust. They're who we're really working for — when you forget about them is when you lose your position in the market."

Write to melissa_gruber@pcworld.com. WU

Computerworld Spain

continued from page 1

COMPUTERWORLD
XV

Monthly page views for the revamped Computerworld Spain site have gone from 80,000 to 130,000 in just over a month.

programmers and editors could fine tune not only the design and functionality of the forthcoming site but also its new features.

"The site's code is much cleaner now and based on a new ASP.net programming language, so the pages download very quickly. The contents are better structured and differentiated, so our readers can reach them easily and, most importantly, the new look is definitely more attractive," said IDG Spain Editorial Manager **Maria Jose Marzal**.

Readers and advertisers seem to agree with Marzal, as monthly page view tallies have gone from 80,000 to 130,000 in just over a month, and 80,000 unique visitors. The new site was publicized solely through IDG Spain's publications and nine other sites.

"This growth clearly helps us attract more clients and consolidates our brand in the Spanish IT publishing market," Marzal said.

The last time Computerworld Espana's chief competitor, Computing, was audited by Nielsen, in August 2008, it registered 36,000 page view and 13,000 unique visitors.

According to **Manuel Pastor**, IDG Spain Country Manager, the Computerworld Espana's site overhaul is just the beginning. Earlier this month, a redesigned IDG Spain's CSO site (www.csospain.es/) made its debut, based on Computerworld's streamlined, new platform; the DealerWorld site (www.idg.es/Dealer/) will be the next one to be revised, with the other seven sites to follow throughout the year.

Contact Arantxa Aguilera at aguilera@idg.es. WU

IDC Korea keeps visibility high, costs low at Directions

The staff at IDC Korea made a concerted effort to control costs for the May 19 Directions conference, particularly in the areas of marketing and post-event surveys.

Directions09
IT at a Watershed: New Risks, Rules and Opportunities
The Future is Pervasive Communications – 4G
IDC

***Bill Rojas**, research director, Asia/Pacific Communications Research for IDC Asia/Pacific, spoke about LTE (Long Term Evolution) in his presentation, "The Road to 4G: Does It Pass Through LTE?"*

"Directions is a great opportunity to elevate IDC's visibility within the industry, so it was very important for us to invite key clients and high-level prospective clients in order to develop more business opportunities for us," said Senior Marketing Manager **H.J. Kim**. Given that priority, the team decided to reduce the overall number of attendees and not spend much on additional marketing.

Of the 140 individuals who pre-registered, 111 attended. The percentage of senior/director/VP-level attendees increased to 28% of the total audience, and attendees who held titles above manager level rose to 77%.

Overall, IDC Korea realized a 41% savings in marketing and conference expenses compared with last year. Key contributing factors included keeping decoration and signage for the venue and stage area simple, negotiating with the hotel for a 70% discount on the room rate, and a 10% discount on last year's rate from the audio-visual supplier.

This year, attendees were required to complete a post-event online survey before they were authorized to access presentations from the conference. The questions related to IDC brand awareness, conference satisfaction and suggestions for improving conference quality. There was no cost for IDC Korea to administer the survey, compared with the $2,000 spent on last year's on-site survey that involved a giveaway incentive.

IDC speakers included IDC Korea Managing Director **Kyu-Hwang Yeon**, Executive VP/International Business Units **Philippe de Marcillac**, SVP/Chief Analyst **Frank Gens**, IDC A/P Research Director/Asia/Pacific Communications Research **Bill Rojas** and IDC Korea Research Director/Enterprise Group **Soonyul Chang**.

Write to H.J. Kim at hkim@idc.com.

Eco-City Congress

continued from page 1

"China has been growing rapidly and is becoming the key driver of the world's economy. IDC is very proud to be part of China's efforts to develop more efficient energy saving technologies and reduce carbon emission without jeopardizing economic growth," noted **Roberto Masiero**, president of IDC International, in his introductory address to the congress.

"IDC is very proud to be part of China's efforts to develop more efficient energy saving technologies and reduce carbon emission without jeopardizing economic growth."
— Roberto Masiero, president, IDC International

Raphael Phang, vice president of Government Insights Asia/Pacific, added, "Governments are increasingly focusing on green technologies for sustainable development while enterprises are adopting more green practices with the main motivation being cost savings. There is a growing realization that adoption of green practices, while friendly to the environment, can also help enterprises realize business growth and profitability in ways beyond cost management."

2009年IDC亚太区生态城市高峰论坛
IDC's Asia/Pacific Government Insights
Eco-City Congress 2009

***Roberto Masiero** welcomes attendees to Government Insights' inaugural Eco-City Congress. He told attendees, "ICT can do a lot to support the government's efforts to improve the quality of life of its citizens. IDC looks forward to working closely with the China government to further develop the themes of energy efficiency, green and digital city in preparation of the World Expo that will take place in 2010 in Shanghai.*

"By leveraging various economic development initiatives, coupled with environmental-friendly technology advancements, IDC believes that there will be an evolution of the 'green worker,' noted **Michael Guo**, managing director of IDC Greater China. "This movement will require worker upgrading and retraining, which will continue to drive business growth, while contributing to a better environment and will result in product and service innovation that will transform the whole industry, creating new sources of revenue."

noteworthy people

New employees

Justin Meisinger joins the **IDG News Service** as a video production intern, researching and writing stories for the newswire as well as assisting Online Video Producer Nick Barber in producing World Tech Update and other videos for the newswire. He previously worked at the University of Pittsburgh Medical Center where he helped in treatment of mentally challenged adults. He holds a B.S. in psychology and communications from the University of Pittsburgh and is currently pursuing an M.A. in broadcast journalism from Boston University. In his limited free time he enjoys video games, hiking, exploring Boston and "messing around under the hood of my car."

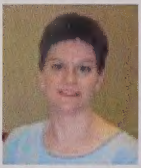
Meisinger

justin_meisinger@idg.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Writing tips from the IDG News Service's "Style Rules!" author

IDG News Service Managing Editor **Nancy Weil** periodically circulates a Style Rules! update to all News Service staff pointing out grammar or usage errors she or other staff members have noticed in newswire copy and common mistakes that turn up elsewhere. These updates are also featured on IDG Central's Writing Workshop section. Here's a sample:



Weil

We've seen enough, please

Hands down, sees has become the most overused verb in News Service copy. With so many lively verbs to choose from, why do we rely on sees and its variants? Look how easy it is to go with something else:

"AMD has seen its share in PC processors shipments tumble to 17.7 percent in the fourth quarter of 2008, compared to 23.1 percent in the fourth quarter of 2007" becomes "AMD's share in PC processors shipments tumbled to 17.7 percent in the fourth quarter of 2008, compared to 23.1 percent in the fourth quarter of 2007."

We see other overuses

Let's aim to give update, launch and unveil a rest in our headlines. Even if a product is being updated or launched or unveiled, there just have to be more interesting things to say about it in a headline. Also, unveil tends to be misused as well as overused. It is not a synonym for reveal, so we should not write about companies unveiling information rather than objects such as hardware or software.

Speaking of confusion

Anytime you use dashes in a sentence stop yourself as you write and ask if the words between the dashes are going to put too much room between the subject and the verb or the subject and the object or any combination of the important elements of the sentence. If you find yourself writing more than a couple or three words between dashes, the answer inevitably will be that, yes, you are adding too much between crucial grammatical elements and risk losing not only the flow of the sentence but also its meaning.

And a reminder

Contrary to belief in certain quarters we have not given up the hyphen in e-mail and we have no plans to do so.

One on one

continued from page 3

Q How much time do you spend in the market with customers and what are you hearing from them?

A I'm out in the market for about 60% or more of my time. I try to act as a door-opener for future business and especially try to meet with potential clients, clients that have not advertised with us for a long time and clients that have the potential for much bigger investments with us. I also spend time with existing clients. Many times I take my sales director, **André Reichenbach**, or the editor-in-chief, **Hansjörg Honegger**, with me.

Practically all of the CEOs, marketing and media directors we meet with have been highly impressed by changes we have made in a very short time and, most important, they think that these changes have been very positive for our brands. The credibility of PCtipp and Computerworld is very high. Although most of our customers' advertising budgets have been radically cut, they still want to invest in our products. If they cannot currently book huge image campaigns, they are enthusiastic about the performance-oriented models, lead business, sponsorships, press releases and so on. So I expect that these businesses will have a better performance in Switzerland soon as more clients try them out. They want to see a direct return on what they invest, therefore, the future looks good for online.

Q What is the competitive landscape like in Switzerland?

A Within the B2B sector Computerworld is No. 1 in market share and traffic, followed by InfoWeek, Netzwoche and others. For a small market there are certainly too many products. So I expect a consolidation within the Swiss market by mid-2010.

As I mentioned, advertising spending has decreased about 50% within the ICT market. No B2B publication and Web site serving the IT market can survive when advertising clients try to give all of them just a little. We tell them directly that they should instead invest in their favorite IT publication such as Computerworld so that it will survive. No B2B title serving the ICT market seems to be really profitable. PCtipp, our consumer title, is very strong online and offline and practically unrivaled.

Q What, if anything, are you doing with mobile?

A The online advertising market is very small here in Switzerland, and investments in mobile advertising are just a very small percentage of online. Right now, we are not investing too much of our time in mobile applications as we do not currently have the resources and just a marginal potential for revenues. Nevertheless, we do have mobile.pctipp.ch. No revenues come out of this sector now. When we are able to invest in this area, I'd like to begin experimenting within the mobile consumer sector.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Michael Deutsch *IDC*

21

Anthoula Andrisani
IT World Canada

19

Mandy Tse-Wong *IDG*
Adele Lee *IDC*

15

Jim Sullivan
IDG Int'l Publishing Services
Elisabeth Rainge *IDC*

13

Thomas Wailgum *CXO Media*
Ann Hall *IDG Australia*

12

Toby Hurlstone
International Controller's Office
neesh Saxena
IDC Hong Kong

11

Robert O'Donnell *IDC*

10

Sandy Weill *Computerworld*
Richard Green *IDG List Services*
Denise Watzema
IDG Netherlands

9

Jennifer Werner *Mac Publishing*

8

Tony Leung *PC World*

7

Raul Ceja *IDC Mexico*

6

Maureen Magee *IDC*
Luciana Almeida *IDC Brazil*

4

Elzbieta Kurtyka *IDG Poland*

3

Victor Chong *IDG U.K.*
Nadav Enbar
IDC Energy Insights

2

Jennifer Finn *CXO Media*
Eliza Chue *IDG Corporate Sales*
Leo King *Computer World U.K.*
Lyn McNicol *IDG U.K.*
Karina Rodrigues
Now! Digital Business

1

Gena Grossberg
Network World
Yun Hwa Choi *IDC Korea*
Tsu Ann Tham *IDC Malaysia*
Joyes Lim *IDC Singapore*
Vijay Sundararaman
IDC Singapore
Nikhil Khandekar
IDC Center for Consultancy and Research
Natasa Thoudam
IDC Center for Consultancy and Research
Marc DeCastro *IDC*
Patricia Martinez *IDC Brazil*
Beata Cymerkiewicz
IDG Poland

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

IDG Japan address change

IDG Japan has a new address due to a change in the local postal system. The address is:

3-4-6 Hongo
Bunkyo-ku
Tokyo 113-0033
Japan

Belgian publisher relocates

IDG's publishing licensee in Belgium, Best Of Publishing, has moved as of May 15:

Rue du Belvedere 28
B - 1050 Brussels
Belgium
Tel: +32-2-349-35-50
Fax: +32-2-349-35-97

IDC Charity Cup kicks off a day of fun and client networking in Vienna

IDC Austria's team included employees, friends and local journalists. (Kneeling, far right): ***Karlo Pernek**, IDC Croatia. (Back, fourth and fifth from left):* ***Dalibor Suboticanec**, IDC Croatia,* ***Nicole Reiter**, IDC Austria. (Back, right):* ***Joachim Seidler**, IDC Austria.*

For the 11th consecutive year, the IDC Charity Cup event in Vienna featured fun and football and a significant donation to a local charitable organization. Ten IT vendors each contributed a 1,500 euro (US$2,024) entry fee for the May 16 competition that included a barbecue, child care and musical entertainment.

"It's an easy and cool get-together for the IT vendors, and even some CEOs come along to play," said IDCC Austria Manager **Joachim Seidler**, noting that vendors enjoy being able to support a good cause while engaging in a little team-building and customer networking in a casual setting.

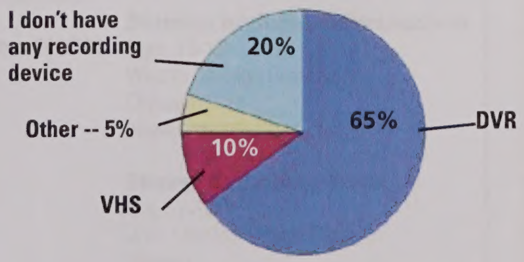
This year 12 teams competed, including IDC Austria, with a small local vendor bringing home the first-place trophy. More than 500 people attended; each team fielded six players and a goalie.

Over the years the event has contributed more than 60,000 euros ($80,964) to local charities, primarily those that work with immigrants.

Write to jseidler@idc.com. WU

Question of the Week results for May 18

How do you usually record programs on your TV?



Log on to www.idgcentral.com for this week's question: **How often do you bring your laptop or mobile device to bed to do work?**

off line for fun

Congratulations to all our enthusiastic contributors. Winner **Adam DeMattia** will have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons.

Honorable mentions

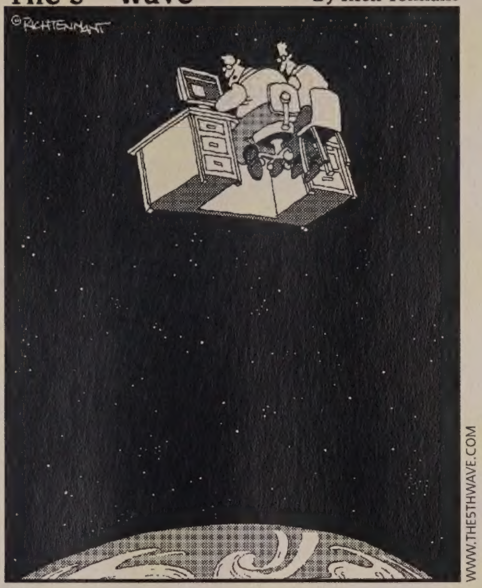
"The next time I ask for office space, I'm going to define my terms very carefully."
Steven Gray *PC World*

"Is this supposed to happen when you launch an application?"
Paul Honens *IDC*

"Cyberspace sure has loads of stuff on my topic. I am really going to go places with this report!"
Ramasubramoni Rama Sharma *IDC Center for Consultancy and Research*

"I don't think this is what they meant by 'Space — the final frontier.' "
andy Weill *Computerworld*

The 5th Wave By Rich Tennant



"Not exactly what I had in mind when I agreed to work out of the satellite office..."
Adam DeMattia *IDG World Expo*

Rich Tennant's original
"Jeez...this Google Earth just gets better and better doesn't it?"

Coming up

Computerworld Honors Program
June 1
Andrew Mellon Auditorium
Washington, D.C.
www.cwhonors.org

Electronic Entertainment Expo (E3)
June 2-4
Los Angeles Convention Center
Los Angeles
www.e3expo.com

IT Banking Conference
An IDC France/Financial Insights event
June 3
Paris
www.idc.com

Energy Conference
An IDC Spain/Energy Insights event
June 3
Madrid
www.idc.com

Middle East and Africa IT Managers Forum and Expo
June 8
An IDC CEMA event
Riyadh
Saudi Arabia
www.idc-cema.com

CIO Perspectives Forum
Local Connections on Global Issues
A CXO Media event
June 10
Chicago
www.cio.com

Cloud Computing Forum
A Computerworld event
June 16
Hyatt Regency Santa Clara
Santa Clara, Calif.
http://cloudcomputingsymposium.com/

Next Generation Data Center (NGDC)
Aug. 12-13
Moscone Center
San Francisco
www.ngdcexpo.com

OpenSource World
Aug. 12-13
Moscone Center
San Francisco
www.opensourceworld.com

CloudWorld
Aug. 12-13
Moscone Center
San Francisco
www.ngdcexpo.com/

CIO 100 Symposium
Aug. 23-25
The Broadmoor
Colorado Springs, Colo.

Green IT Symposium
Sept. 10
Walter E. Washington Convention Center
Washington, D.C.
www.cio.com

Business Intelligence Perspectives
Sept. 15-16
Westin Chicago River North
Chicago
www.biperspectives.com

Storage Networking World
Oct. 12-15
J.W. Marriott Desert Ridge
Phoenix
www.snwusa.com

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Nikki Causer *IDG U.K.*
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H.J. Kim *IDC Korea*
Mike Kisseberth *PC World*
Manuel Pastor *IDG Spain*
Joachim Seidler *IDC Austria*

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IDG World Update

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VOLUME 39, NUMBER 20

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WWW.IDGCENTRAL.COM

Syndication of IDG content key to reaching new readers

In-line links designed to drive traffic back to originating IDG sites

To understand just how fundamentally the Web is changing the ground rules by which IDG's media titles have long played, consider this: Several years ago if a CIO story had shown up on the Web site of the New York Times, IDG's legal team might have been gearing up for action. Today, when a CIO story appears on nytimes.com, or a PC World story on the LA Times site or a Computerworld piece on Reuters.com, employees at IDG Syndication and Networks acknowledge another win and get back to work.

*L-R: IDG Syndication and Networks' CEO **Pete Longo**, VP Syndication and Networks **Mike Romoff**, and Director of Syndication **Josef Robey** at their New York City office.*

The establishment of IDG Syndication and Networks last July is one of the clearest articulations to date of IDG Communications CEO **Bob Carrigan**'s oft-touted "beyond our borders" strategy. "When print ruled, it was relatively easy to capture and keep our audiences with great editorial," Carrigan noted. "In today's online world, our com-

continued on page 5

> *"In today's online world, our competitors are just a click away, and we must go where our readers and potential readers are and get our content in front of them."*
>
> *— Bob Carrigan, CEO, IDG Communications*

Australian PC World site redesign targets data hubs

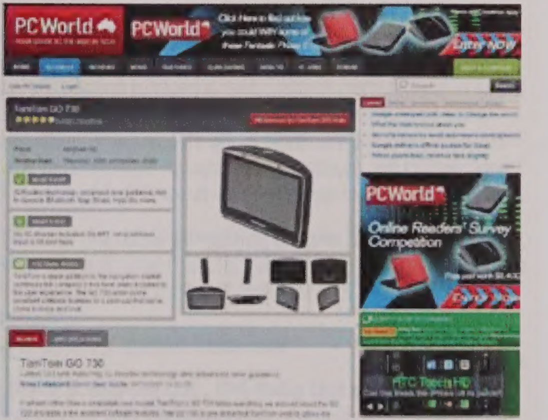
Delivering timely, relevant content to a tech-savvy audience is the No. 1 priority of every IDG Web site. Last redesigned in 2005, Australian PC World (www.PCWorld.com.au) was due for a timely, relevant, tech-savvy overhaul.

"The site needed to provide a better experience for its readers, which we felt would result in more pages per visits, more return visits and longer session times," said Australian PC World (APCW) Editorial Director **Amanda Conroy**.

"The advertiser feedback was good from a traffic and product review point of view, but most people I spoke with said PC World was cluttered and hard to navigate," said **Paul Marttila**, publisher, Consumer SMB division. "One person said the site looked like the Partridge Family bus, like a patchwork quilt.

Martilla said he looked at what APCW's competitors

continued on page 4



*Australian PC World's Reviews section now emphasizes what products are great — or not — as well as making the graphics more prominent on each review page. "We've also made it much easier to find related content such as news and opinions in the review hubs," Online Director **Pascal Hakim** said. "We worked on providing an improved path for people to follow after they've read the review by offering similar products they may be interested in."*

Inside this issue

Computerwoche.de named Business Publication of the Year page 2

New on IDG Central: Bob Carrigan outlines IDG growth strategy at IAB meeting in this 30-minute video page 2

One on one: CIO Publisher Emeritus Gary Beach page 3

Dutch Publishing Institute focuses on Web-centric publishing page 6

Celebrating 10! IDC's Amy Konary page 8

Computerwoche.de takes top honors as Business Publication of the Year

Die Besten 2009

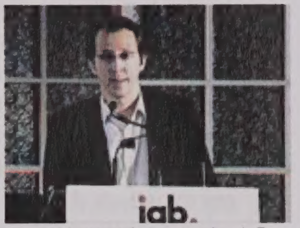
*"I am very proud to have the privilege of accepting this award on behalf of our entire editorial team," noted Computerwoche Editor-in-chief **Heinrich Vaske** (above right). "An award like this is both confirmation of the work we have done and of course an incentive to keep improving our product." Standing with Vaske is Computerwoche Online Editor **Thomas Cloer.***

Computerwoche.de was named Business Publication of the Year 2009 in the IT, Telecommunications, Electronics category by the Deutsche Fachpresse (German Business Media). The awards were presented at the trade group's annual convention in Wiesbaden on May 19.

In a statement explaining their choice, the 10 members of the jury particularly praised Computerwoche.de's "large number of integrated communication and information offerings for the target audience of IT decision makers and employees in ICT companies." They went on to say, "the Web site distinguishes itself with a diverse thematic offering combined with a clearly laid out presentation of this offering as well as clear navigation. It offers users videos, webcasts and podcasts tailored to the relevant information needs, for example, as tests, interviews or news reports." Furthermore, Computerwoche.de stands out with "a high degree of interactivity," the jury noted.

*Contact Computerwoche Editor-in-chief **Heinrich Vaske** at hvaske@computerwoche.de.*

Video: Bob Carrigan outlines IDG growth strategy at IAB meeting



IDG Communications CEO **Bob Carrigan** outlined IDG's strategy for growth earlier this year at the Interactive Advertising Bureau's annual meeting in Orlando, Fla. In a presentation entitled Evolution or Extinction: How Publishing Brands Can Recast Themselves for Success, Carrigan discussed the challenges traditional media companies are facing as users and marketers continue to shift more and more effort and investment away from legacy media and toward the interactive world of the Web. His talk is broken into seven segments that focus on: Look Below the Line, Audience Centricity, Everything Is Custom, Beyond Our Borders, and Evolution or Extinction. To view the video, visit IDG Central. If you need a login, use the link at www.idgcentral.com to request one.

Briefly noted

PC World won two Maggie Awards from the Western Publishing Association for Best How-To Article/Consumer ("Hack Your Hardware," October 2008) and Best Web Article/Consumer ("How Much Ink Is Left in That Dead Cartridge?"), Nov. 2, 2008.
www.wpa-online.org/maggies.php

IDG Australia's redesigned Good Gear Guide site has an integrated leaderboard, and the site skin concept — a new way to incorporate advertising — is "proving to be a great way to seal really large deals with brands like Vodafone, Samsung, LogMeIn, Brother and HP. " The site also includes a new menu for the most popular sections. Go to www.goodgearguide.com.au.
davy_adams@idg.com.au

The creative use of social networking tools are helping to stimulate government operational efficiency and transparency, according IDC company Government Insights, A new research report, Social Networking and Takin' Care of Business Every Way, reveals that social networking applications have established a foothold in private enterprises and the public sector alike. A recent IDC survey found that more than 15% of government/education responders worldwide are posting to blogs or wikis and/or participating in social networking to conduct business. While less pervasive than some private industries, governments are increasingly adopting Web 2.0 applications to respond to transparency mandates and to leverage efficiencies. *Adelaide O'Brien at aobrien@government-insights.com*

Just in time for the June gift-giving season, PCWorld.com has introduced a "Dads & Grads" section with buying guides and reviews for cell/smart phones, gadgets and gear, printers, laptops, desktops and notebooks.
www.pcworld.com/giftguides/index.html

Joining the U.S. and the U.K., IDG India last month rolled out a local version of IDG TechNetwork, the online ad network. IDG India's short-term goal is to provide its ad network services to 35 to 40 Web sites with content related to computers, telecom, online gaming and digital entertainment in the next six months. Blogs with technology-related content and have more than 40,000 unique visitors every month may also be included in the network. IDG Chairman Pat McGovern recently visited India to publicize the new offering.
siddharth_singh@idgindia.com

the interview

one on one

Gary Beach
The publisher emeritus of CIO is this week's columnist. Reach him at gbeach@idgenterprise.com.

Joined IDG 1987

Career path
President/Publisher of Network World (1987-1991), President/Publisher Computerworld (1991-1997), Publisher/Publisher Emeritus CIO Magazine (1997-2009)

Key responsibilities
Strategic communication with CIOs and senior management of key tech vendors with the purpose of determining key pain points facing each constituent and suggesting remedies from IDG Enterprise.

Interests outside the office
Running, photography, music, social responsibility.

> *"Bottom line: If you want to start a business that has the potential to scale to being one of the biggest in the country, start it during a recession."*

Q What are the key tech spending trends you are seeing out there right now?

A Budgets are down 5% to 7% this year, but I have never seen so many CIOs with smiles on their faces when you discuss budget trends. Why? Because as business strategists they started to prudently manage down nonessential projects in the first quarter of 2008. They have earned back the senior management trust they lost in the dot com era. As they await the economic recovery, tight management of operational expense and strategic capital investments are key trends. Though we are deep into a recession and budgets are down, customers, partners and employees have not lessened their expectations from IT. CIOs continue to work hard to rationalize their spend priorities and demand highly defined return on investment payback.

Q When you talk with CIOs, what are the issues that are top of mind for them these days?

A Continued evolution to becoming valued business strategists is their top management issue. On the technology side cloud computing, information security, business intelligence/data analytics, mobility and building an infrastructure that leverages the strengths of veteran workers and millenials (workers born after 1982) are key issues. In serving the information needs of the millenial and veteran workers, CIOs wrestle with what I call the battle of the wires. Millenial workers want a "white wire" at work where they have unfettered, unencumbered access to the Internet and feel threatened by the "black wire," the corporate network. All they want to do on that is print. Veteran workers, on the other hand, are struggling to keep up with the capabilities of Web 2.0 technologies, and they seem to question the business value of Web 2.0 technologies. The end solution will probably be a "grey" wire infrastructure that appeals to both age groups.

Q Same question on the IT vendor side?

A CIOs and senior IT executives are incredibly busy people. The key issue I often hear from tech vendors is what tools/media should they use to attract new customers and keep current customers sold. Social media options, in particular, are of high interest to tech vendors as is a movement off quantity of lead generation to "quality" of lead gen. Vendors are looking for that proverbial lead needle in the haystack, and IDG's social media portfolio is gaining lots of attention in the market.

Q Are you seeing any reason(s) yet for optimism about the economy?

A All around the globe there are shoots of optimism rising up. One key issue for CIOs — and tech vendors too — is inventory management. This is not the recession of 2001 where CIOs had to sit on unwanted levels of bloated tech inventories purchased in the dot com/Y2K run up for two years after that recession ended. CIOs in this recession have managed their tech inventories very efficiently. I am convinced, and I have been touting this in speeches and a recent appearance on CNBC "Squawk on the Street," the tech industry is on the cusp of a rationally exuberant era. Possibly an era we thought we were entering back in the late 1990s. Hold on tight! When this recession ends our businesses around the world should see significant top line gains.

Q When the recovery does come, what will CIOs be spending money on?

A The same things mentioned in question 2. Only difference: They will have dramatically more to spend!

Q Can you talk about the analysis you recently completed regarding companies incorporating during a recession?

A I was curious: what percent of the leading businesses in America as compiled by Fortune incorporated into business in a recession? I analyzed the list and here's what I found: 36% of the companies on the 2009 Fortune 500 list incorporated during one of the 19 recessions in the United States dating back to 1785. Where the analysis became interesting was when I looked at the biggest firms: 42% of the Fortune 100, 56% of the Fortune 50, 62% of the Fortune 25 and an amazing 70% of the Fortune 10 incorporated into business during a recession. Bottom line: If you want to start a business that has the potential to scale to being one of the biggest in the country, start it during a recession. I have been using this analysis with CIOs to advise them not to cut back too much. New competitors are forming every day, recession or not.

Q What is the Student Web Corps?

A I founded a nonprofit in 1994 — which we launched from the Oval Office in the White House — called Tech Corps. This program has marshaled an army of 20,000 technology professionals to donate their skills to local K-12 schools. Student Web Corps is a new program within Tech Corps that matches Web-proficient high school students with owners of small businesses to help those small businesses build a Web/e-commerce site for the first time, refresh an aging site or simply help manage one. IDGers interested in the program should contact Lisa Chambers, executive director of Tech Corps, at lisa@techcorpsohio.org. WU

Australian PC World

continued from page 1

were doing and realized none of the sites had targeted content sections, "hubs where you can go to access all the reviews, news, features, buying guides, tutorials, videos and slideshows on one topic didn't exist in our market."

Australian PC World's site redesign team included the following (back row, l-r): Senior Developer ***Caleb Brown****, Web Developer* ***William Nguyen****, Senior Developer* ***Andrew Widjaja****, Online Director* ***Pascal Hakim****, Editorial Director* ***Amanda Conroy****, Publisher* ***Paul Marttila*** *and Production Editor* ***Rohan Pearce****. Front: Web Developer* ***Duncan Maitland****.*

DAN SHARP

Conroy added that APCW wanted to increase the site's advertising opportunities by creating key hardware and software sections — ones that matched high reader interest areas — that would improve accessibility to the content. "Almost everything on the site — including our in-depth Test Center reviews, latest IT news, features, buying guides and step-by-step tutorials — is now targeted to more than 23 sections that match these reader interest areas, with the added benefit of targeting the growth areas for sponsorship in the market," she said. "By using these easy-to-find information hubs advertisers can get in front of our readers with targeted content."

The redesigned site also makes it easy for the APCW audience to access information topics. "Not only can readers keep abreast of the latest reviews and news relating to their favorite brands and products," Conroy said, "but sneak-peek product slideshows whet their appetite for more. Buying information is easily accessible, and step-by-step tutorials tell users how to get more out of their tech gear."

Other site improvements include the following:

- A new Product Award section lets users easily find Top Rated, Best Buy and Editor's Choice products.
- The new information hubs, set to go live in coming weeks, allow marketers to upload press releases to the relevant information hub for free.
- The site's popular forums — formerly its Help-Screen section — were redesigned and linked to the information hubs, letting readers talk to the APCW Test Center experts as well as share opinions and comments. The result, according to Conroy, is improved visibility of the forums and increased reader and staff participation. Online videos are also being integrated into the topic hubs.

Online Director **Pascal Hakim** outlined a few of the behind-the-scenes improvements. "We took the opportunity given to us by the redesign to move some of the code into the Drupal framework, which we have been migrating to over the last 18 months. We've also improved our back-end specification system, which will form the basis of new functionalities on the site such as improved searches, matches and review-comparison wizards.

Hakim said that over the years editorial and advertising promotional elements had been added to the site. "This was busy and confusing for the readers and advertisers," he said. These elements were re-evaluated and the unnecessary ones removed, making the site less cluttered. "Conversely, for the editorial team we increased the ability to promote strong content and hot reviews and make sure readers know what's the latest product and news of the day."

Site designers also added SEO-friendly URLs. "We wanted URLs that people would be able to look at and understand," Hakim said. "This is also something that can help with search-engine optimization, so it was a win-win situation for us." URL's for APCW reviews are now in the following format: www.pcworld.idg.com.au/review/notebooks/dell/latitude_2100/304084 ."If someone sends you that link, you will know straight away it's a review of a Dell notebook," Hakim said.

Hakim said advertisers have responded positively, noting, "We've already seen an improvement in the number of site skins that were sold." (For an example, go to www.pcworld.idg.com.au/section/servers_storage). "Advertisers are definitely happier, and we attribute some of that to our increase in section sponsorship."

APCW now gets roughly 1.3 million page views from 500,000 visitors. Conroy said the site has seen a slow, gradual increase in pages per visit, and session times have increased 20% since the redesign. "Some sections, such as the printer section, which has been merged with scanners, have seen a big boost, almost tripling in traffic," she said.

"We are also continuing to roll out the vendor microsites we had on the site last year," Conroy said. "With the refreshed look and design work we have done, these are currently attracting advertising interest, and we are able to offer even more branded functionality in these hubs."

"The redesign changes allow us to maximize the revenue we can get for each of our core content sections," Marttila said. "The biggest benefit is that despite the economic crisis the revamp has put us in a strong position when the market turns around."

Write to paul_martilla@idg.com.au or amanda_conroy@idg.com.au. WU

Site redesign hints

For any business unit considering a redesign of its Web site, Australian PC World Online Director **Pascal Hakim** had the following suggestions:

- Make small gradual changes. Don't try to build Rome in a day!
- Don't wait until something is perfect. If something is better now than it was yesterday, then make it live. We made up to 10 Web site releases some days.
- Make sure editorial, sales and online are all talking to each other – constantly.
- Keep in mind your long-term goals.
- Show sneak previews to advertisers and your stakeholders: the team that works on the site.
- Everyone from the most junior member of your team to the managing director has good ideas. Ask for input and ideas and involve everyone. It's a team effort!

Customized feeds contain numerous links back to IDG sites

The IS team at IDG International Publishing Services (IPS) helps the IDG Syndication group by creating a feed for each customer containing the stories that IDG has agreed to syndicate to them. The feeds can be filtered based on source, story type (news, review, opinion, etc.), and topic, explained IPS Systems Manager **Patrick Kenney**.

Each item in these feeds is accompanied by links to approximately four related articles from various IDG publications.

The IPS IS team also modifies all links in the IDG stories — both the related links and the in-line links that come with the stories — so that all traffic generated from them can be tracked by syndication partner and destination site.

In addition to the story text and related links, the feed entries contain basic story metadata, including the name and URL of the originating site, the author's name, and a reference to the logo for that brand.

Contact Patrick Kenney at patrick_kenney@idg.com.

Syndication

continued from page 1

petitors are just a click away and we must go where our readers and potential readers are and get our content in front of them. By syndicating our content we consistently reinforce our leadership as the go-to information source in the tech media category."

Mike Romoff, VP of Syndication and Networks, works on two major beyond-our-borders initiatives for IDG out of the business unit's New York office: the IDG TechNetwork, an advertising network comprising some 160 non-IDG technology sites (see IDG World Update March 16, 2009) and syndication of IDG content to non-IDG sites.

> *"There's a big universe of tech enthusiasts and news junkies out there who are not currently our customers."*
>
> *— Mike Romoff*

The goal of syndicating IDG's content is primarily traffic generation for the originating IDG site, explained Romoff, but he also noted that an important secondary benefit is introducing IDG's content and brands to new audiences on high-quality publisher sites. **Pete Longo**, CEO of the IDG Syndication and Networks group, Romoff, and **Josef Robey**, director of syndication, currently have contracts in place with approximately 50 publisher sites – including, NYtimes.com, BusinessWeek, Wired, ABC News, LAtimes.com, SFGate.com, Chicagotribune.com, Reuters.com and a host of smaller, more localized sites. "There's a big universe of tech enthusiasts and news junkies out there who are not currently our customers," Romoff said. "They might be regular readers of Forbes or Wired and if we can put our content in front of them on Wired.com and drive them to the PCWorld.com site there's a good chance they will come to PCWorld.com directly next time."

Partner sites receive updated, customized feeds of IDG content culled from the IDG News Service (see sidebar). The feeds are created by the IS team at IDG International Publishing Services (IPS) and can be filtered based on a variety of editorial criteria and each article is accompanied by links to approximately four related articles on various IDG U.S. sites, explained IPS Systems Manager **Patrick Kenney**. Each IDG story in the feed carries the writer's byline and the name and logo of the originating publication, which link back to its site. Although individual contracts vary, partners are required to run these items as well as any in-line links in the stories, which will take readers back to related content on the originating IDG site, Romoff said.

To date, the traffic generated by IDG's syndicated content is modest but growing, as more partners continue to go live, Romoff said. "Clearly the quality of our articles and the strength of the IDG brands really resonates with top publishers, Romoff said. "We have had great interest from some of the most prominent brands in media. They love our editorial and see real value in presenting IDG content to their audience." Through these partnerships, Romoff and his team are working to add those sites' audiences to IDG's readership.

For more information, contact Mike Romoff at michael_romoff@idgsn.com or Josef Robey at josef_robey@idgtechnet.com. WU

Coming up

CIO Perspectives Forum
Local Connections on Global Issues
A CXO Media event
June 10
Chicago
www.cio.com

Cloud Computing Forum
A Computerworld event
June 16
Hyatt Regency Santa Clara
Santa Clara, Calif.
http://cloudcomputingsymposium.com/

Security Vision
June 17
The Westin Hotel
Sydney
www.idc.com.au

New Zealand CIO Summit
July 21-22
Hyatt Hotel
Auckland
www.idcresearch.co.nz

CIO Summit
An IDC and IDG event
July 23
The Westin Hotel
Sydney
www.idg.com.au

Next Generation Data Center
Aug. 12-13
Moscone Center
San Francisco
www.ngdcexpo.com

OpenSource World
Aug. 12-13
Moscone Center
San Francisco
www.opensourceworld.com

CloudWorld
Aug. 12-13
Moscone Center
San Francisco
www.ngdcexpo.com/

CIO 100 Symposium
Aug. 23-25
The Broadmoor
Colorado Springs, Colo.

Green IT Symposium
Sept. 10
Walter E. Washington Convention Center
Washington, D.C.
www.cio.com

Business Intelligence Perspectives
Sept. 15-16
Westin Chicago River North
Chicago
www.biperspectives.com

noteworthy people

New employees

Previously a contract employee, **Meg Sullivan** joins **Network World**'s marketing department full time as a marketing specialist. Before coming to Network World she was a senior project manager at ARiA Marketing, a marketing and public relations agency focused on health care technology companies. She holds a B.S. in marketing from Connecticut's Fairfield University and an M.A. in health care administration from Framingham (Mass.) State College. She spends her free time with her husband and three children. *msullivan@nww.com*

LYNN HOLMLUND

Sullivan

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Add your photo, profile to directory

New features have been added to the IDG Directory on www.idgcentral.com. Go to the IDG Directory under the Employee Resources tab and search for your name. Click on it and link to a page to post your photo and include info on your job responsibilities, software/technologies you work with, skills to share, projects and hobbies/interests.

If your name is not in the directory, send your name, title and business unit to victoria_shoemaker@idg.com.

New address for Miami office

The Hispanic American Publishing Group, publisher of PC World en Español, which is distributed into several Latin American countries, and representative of IDG Global Solutions in Latin America, moved to a new location last month:

1200 Brickell Avenue.
Suite 1950
Miami, FL 33131

Tel: 786-581-3933
Fax: 786-272-5817

Dutch Publishing Institute grounds employees in the ways of IDG

As a way for talented employees to learn more about publishing within IDG's Web-centric strategy, IDG Netherlands organized the latest edition of its Dutch Publishing Institute last month.

The three-day intensive program, held off-site with a class of eight employees representing a variety of disciplines within the company, was under the direction of Managing Director **Lennard Hoogenraad**, Deputy Director **Rob Koghee** and HR Manager **Annemarie Lootsma**.

*The 2009 Dutch Publishing Institute team. From left: **Rob Koghee**, deputy director; **Jeske Fonck**, user base manager; **Egbert van Sterkenburg**, brand manager, Computer!Totaal; **Arianna Ardia**, market researcher/analyst; **Martine Res**, event manager; **Liam Baker**, sales manager, b2b; **Andreas Udo de Haes**, chief editor, Webwereld; **Peter Pool**, editor-in-chief, Gamez and Gadget; **Wouter Diemer**, deputy editor-in-chief, ZOOM.nl and Tips & Trucs; and **Lennard Hoogenraad**, managing director.*

Central to the program is a case study, which this year focused on ways to better capture user profile information of IDGNL readers, Web visitors and event attendees and use them to enrich the IDG brands.

The participants, who were divided into teams of four, worked on a proposal during the Institute and presented an interim plan to Hoogenraad and Koghee. They will polish their plan over the next few weeks and present it to the full IDG Netherlands Management Team later this month.

The Institute featured a mix of internal and external speakers. Hoogenraad and Koghee reviewed IDG's competitive niche and strategic goals locally and globally. IDGNL's lawyer explained the laws protecting personal data and spent time fielding questions about the country's complex legislation.

Internal speakers included **Herman Mantel**, publisher, B2B, (lead generation and the company's white paper library), Sales Manager **Patrick Vernack** (B2C and lead gen), Publisher/New Business **Jeroen Jonker Roelants** (IT and government) and IT Director **Dick de Groot** (ICT infrastructure now and in the future).

A trainer led the group on several exercises related to group behavior and processes, which were "not only instructive, but sometimes very amusing!" Lootsma said. At one point, the trainer acted out a problem situation that several participants had to respond to, and the group had to predict what the behavior of the various participants would be to resolve the problem into a win-win conclusion.

The retreat was a team-building experience, not only during the work-related components, but also in the kitchen, where the group was responsible for preparing a complete meal together.

Write to alootsma@idg.nl.

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27

Debbie Waters-Colacchio *IDG*

25

Mitch Betts *Computerworld*

24

Walter Kainz *IDG Germany*
Rudolf Schuster *IDG Germany*

22

Gabi Kirschbaum *IDG Switzerland*
Susanne Kratoschka *IDG Germany*

21

Deborah Vozikis *Network World*

18

Noboru Masuda *IDG Japan*

17

phen Lawson *IDG News Service*
Marlene Buschbeck-Idlachemi *IDG Germany*

14

Caryn Bousquet *IDC*

13

Kit Gould *IDG U.K.*
Steve Traynor *CXO Media*
Sandrine Gissinger *IT News Info*

12

Klaus Maurer *IDG Germany*
Gabriele Dineiger *IDG Germany*

11

Yukari Nakayama *IDG Japan*

10

Niels Veileborg *IDG Denmark*
Shunsuke Murahashi *IDC Japan*
Simone Bos *IDG Netherlands*
Karen Funk *IDG Germany*
Verena Ottmann *IDG Germany*
Christine Vetter *IDG Germany*

Mark Savery *IDG*
Nathaniel Martinez *IDC U.K.*
Chris Barnard *IDC Benelux*
Evelien Wiggers *IDC Benelux*
Panagiotis Kolokythas *IDG Germany*

8

Sonia Codispoti *Nuov@Periodici Italia*
Horst Ellermann *IDG Germany*
Melinda Manasan *IT World Canada*
Tamae Hamaya *IDG Japan*

7

Jan Larsen *IDC U.K.*
Sascha Mutschler *IDG Germany*
Tomas Jirasko *IDG Czech*

6

Lu Dai *IDG Asia*
Björn Olsberg *IDG Sweden*
Bo Nordlin *IDG Sweden*
Satoshi Matsumoto *IDC Japan*

5

Melissa Chau *IDC Singapore*
Anne Campbell *IDG U.K.*
Fabian Siegismund *IDG Germany*
Daniel Matschijewsky *IDG Germany*
Katie Severance *IDC*
Margaret Murray *IDC*
Suzanne Newton *IDC*

4

Olivier Ferger *IDC France*
Barbara Mooser *IDG Switzerland*
Andre Quintiliano *Now!Digital Business*
Karen van Velzen *IDG Netherlands*
Gisella Akamine *IDC Brazil*
Richard Shim *IDC*
Ryan Patterson *IDC*

3

Christina Spano *Network World*
Abigail Swabey *IDC Australia*
Loth Eva Hammar *IDG Sweden*
Lukasz Bigo *IDG Poland*
Maidy Montoro *Now!Digital Business*
Egbert van Sterkenbrug *IDG Netherlands*

2

Brett Ferry *CXO Media*
Richard Hartman *CXO Media*
Valerie Galluzzo *Online Publishing Group*
Ellen Zhang *IDC China*
Alex Lincoln *IDG U.K.*
Gavender Narula *IDG International Controller's Office*
Siobhan Chapman *ComputerWorld U.K.*
Maibritt Møller *IDG Denmark*
Norah Miller *IDG Sweden*
Christopher Whitehouse *IDG Global Solutions EMEA*
Péter Halász *IDC Hungary*
Milena Nemec Poncik *IT News Info*
Daniela Kloeckner *IDG Germany*
Sascha Neubacher *IDG Germany*
Rene Schmoel *IDG Germany*
Lars Wittler *IDG Germany*
Carla Johan *IDG Germany*
Maxine Cheung *IT World Canada*
Rafael Ruffolo *IT World Canada*
Masato Kaneko *IDG Japan*

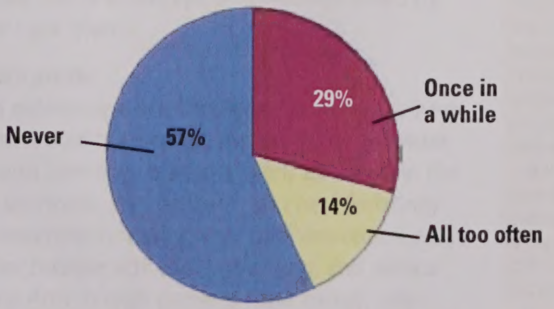
1

Emily Borgna *Online Publishing Group*
Jaisingh Pawar *Online Publishing Group*
Matthew Levine *IDG Tech Network*
Jayshree Doshi *Center for Consultancy & Research/India*
Francisco Jeronimo *IDC U.K.*
Marta Munoz *IDC U.K.*
Sarah Willing *PC Advisor*
Lukasz Klik *IDG Poland*
Miroslaw Piatkowski *IDG Poland*
Hevzi Cuci *PC World Albanian*
Valon Salihu *PC World Albanian*
Merita Ademi *PC World Albanian*
Oliver Wirtz *IDG Switzerland*
Amanda Camasmie *Now!Digital Business*
Cauã Taborda *Now!Digital Business*
Evelin Bonfim *Now!Digital Business*
Rogier Warnink *IDG Netherlands*
Alex Lutz *IDG Germany*
Matthias Damm *IDG Germany*
Alexandra Gorski *IDG Germany*
Luciano Acosta *IDC Argentina*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

Question of the Week results for May 25

How often do you bring your laptop or mobile device to bed to do work?



Go to www.idgcentral.com to vote this week: **Do you plan to check out Bing, the new version of Microsoft's search engine?**

celebrating 10!

Name
Amy Konary

Home
Newton, Mass.

Joined IDC
August 1998 as a Software Inquiry Analyst.

Current title
Director of Software Pricing and Licensing. I manage IDC's research on software pricing practices. I help software companies develop licensing policy and assist with strategy execution.

Three things I do in a day's work
- Talk with IT and procurement professionals who are trying to translate vendor practices.
- Assist software licensing professionals with decisions and provide them with a view on industry best practices.
- Work collaboratively with my peers to provide a licensing spin on their research.

Most challenging part of my job
Trying to make the most of my finite time by selecting and drilling down into the software licensing topics that will have the most impact.

Best part of my job
The smart and interesting people that I work with.

Job perk
I work from a home office most of the week and get to have lunch with my kids almost every day.

Latest accomplishment
I think I have finally figured out how to use Twitter.

Career highlight
I do a lot of speaking at conferences and events, and once spoke on an agenda at a small executive conference that included me, Larry Ellison, Henry Kissinger and Gerald Ford.

Best way someone could compliment me on my work
From a customer, anything along the lines of "You have proven an invaluable resource to our team." (Quote from a recent e-mail.)

Best compliment I've ever received on my work
One individual who is a long-time customer accepted a job with a large hardware/software firm only after that company committed to buy my program.

Family
My husband Shawn and I have two children: Myles, 2, and Finn, 1.

My proudest work accomplishments
Two customers nominated me as Analyst of the Year in 2002, and I received the Peacock Award in 2005.

*IDC's **Amy Konary** recently celebrated her 10 years of service to the company at a dinner hosted by IDG Chairman **Pat McGovern**.*

Last good deed
Rescued the neighbor's cat from up in a tree.

My idea of a perfect day alone
I'd spend the day doing all the little things I haven't had time to do in the last two to three years (see bullet on my family).

Luxury item I can't live without
Comfortable (yet fashionable) shoes.

Retirement dreams
I just hope that the concept of retirement exists by the time I get there.

Manager's profile
"Amy is extremely client-focused and always delivers the highest quality research. Her program, software pricing and licensing, is a particularly hot topic in the current economic environment, and her clients rely on her expertise in making very business-critical decisions. Her positive attitude, knowledge and dedication keep Amy in high demand from clients, sales and from her peers."

— Michael Fauscette, group VP, Software Business Solutions, IDC

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Nick Barber *IDG News Service*
Gary Beach *CXO Media*
Amanda Conroy *IDG Australia*
Pascal Hakim *IDG Australia*
Annemarie Lootsma *IDG Netherlands*
Mike Romoff *IDG Syndication & Networks*

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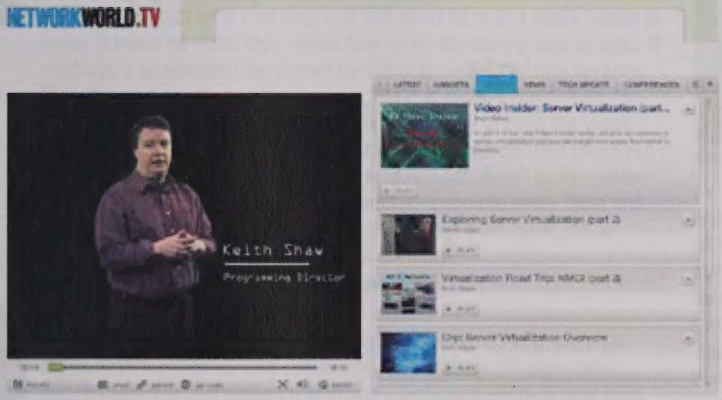
Joint NWW editorial-sales effort monetizes multimedia

Video series enables vendor sponsorship of technology topic on NWW.com

Network World recently launched a multimedia sales package called the Video Insider Series. "This was a collaborative effort between sales and editorial that led to a unique sales opportunity and created a way to profitably monetize multimedia," said **Keith Shaw**, NWW programming director and host of the videos.



*Network World Programming Director **Keith Shaw** acts as host for the three-part video series on server virtualization sponsored by Hewlett-Packard.*

"We get a lot of queries from advertisers looking for topics to sponsor," said NWW National Director of Custom Media **Karen Wilde**.

Wilde approached Shaw with the idea of a specialized, multipart video series that would allow a vendor to sponsor a technology topic on NetworkWorld.com without creating what could be considered an infomercial. The video series would be editorially driven, with a vendor providing the overall sponsorship. "The whole point was to come up with a helpful series that gave our audience a different way to learn about a subject," Wilde said.

NWW's first video series, sponsored by Hewlett-Packard, looks at server virtualization and is made up of three videos. (HP is mentioned in a brief pre-roll to each video.) In the first video (eight minutes in length), a Forrester Research analyst discusses server virtualization basics, the technology's leading companies and where the market is headed. The second video (27 minutes) offers a deeper, 'whiteboard' analysis on virtualization concepts by an analyst from

continued on page 4

Australia, New Zealand hold online-only Directions events

Benefits include cost savings, expanded speaker opportunities

IDC Australia and IDC New Zealand tested a new location for their annual Directions conferences last month: cyberspace. Both achieved significant savings compared with an onsite event — in the range of US$20,000 each — while expanding their agendas for the online events.

"The initial concept for this came about due to the current economic climate," said IDC Australia Events Manager **Alison Mee**, who managed the May 5 event. "We wanted to look at creative ways for us to cut costs while delivering a quality product that met the needs of our customers and helped them eliminate having to spend time away from the office."

Staff at IDC Asia/Pacific's headquarters in Singapore played a key role in setting up the platform, having had experience organizing an online Singapore Directions in 2003 and a live video streaming of a Directions panel last year (see sidebar, page 5).

According to IDC NZ Event Manager **Caroline Ocego**, the new format also enabled the team to offer clients access to two videotaped presentations that were originally created for IDC's U.S. Directions and available online for U.S. attendees on www.idc.com. Both conferences included 45-minute videocasts of Chief Research Officer **Frank Gens**, who spoke on "Clouds & Beyond: Positioning for the Next 20 Years in Enterprise IT," and author Nicholas Carr, who described the economic, competitive and technological forces that are leading to a fundamental reconsideration of the way IT assets are deployed, managed and used.

Each country's event was hosted on two separate Web sites. Other than Gens' and Carr's presenta-

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Inside this issue

Do comments equate to strong user engagement? *page 2*

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One on one: IDG Netherlands Managing Director Lennard Hoogenraad *page 3*

Meet Your Colleague: IDC Asia/Pacific's Chris Holmes *page 6*

New cartoon contest *page 8*

imho in my humble opinion

Do comments equate to strong user engagement?

To read Sam Whitmore's original piece, see this article on IDG Central. Request a password at www.idgcentral.com.

Recently media analyst Sam Whitmore, author of the weekly Sam Whitmore Media Survey, posted a piece called "The Danger of Reader Disengagement" in which he equated the number of comments users posted to an article to their level of engagement with that content and warned editors whose articles were not generating a large number of comments to solve the "problem" before advertisers start to ask embarrassing questions. World Update asked several editors to share their thoughts about user engagement and the (relative) importance of reader comments.

Finnie

Comments are only one small indication of engagement — especially if you think lots of comments strongly indicate solid engagement.

The stories around which we see the highest engagement are comparison product reviews and in-depth features. But even time on site or page views clicked in a session — or any online metric we have currently — misses the engagement holy grail. Engagement is when a piece of content is in some way transformational for the reader. It may be a programmatic presentation of structured data that allows the reader to interact with that data and find what he or she really wants to know. It could be video that shows how to do something step by step. It might be a screencam that shows for the first time surprising features from the next great operating system. But it is always compelling content that is readers' most important find of the day or even the week. Engagement is when you find an ideal way to deliver content exactly in the manner the viewer needs it, with as much rich detail as the reader wants. Engagement is when our site visitors consume every facet and nuance of the content we deliver. It's an editorial slam dunk. It's so good, they gobble it up and come back for more.

— ***Scot Finnie****, editor-in-chief, Computerworld*

Carlson

User engagement from my perspective can have to do with physical interaction, such as leaving comments and entering into discussion, but I believe the true measure of online user engagement is how long a user stays on a site to consume what it has to offer and whether that user returns to the site on a regular basis. We've had articles that have done 800,000 page views in under 24 hours, that is user engagement. People like it, they read it, new users come into our sites, they click on other articles, they click on ads, they download white papers. That is engagement of true value.

Not all types of content or discussion will have the same level of user interaction that one would see on different Web sites about different topics. People tend to actively discuss personal hobbies, interests and things they are passionate about. Users are not always interested in, and we shouldn't assume they would be, actively discussing every aspect of their jobs or work lives. Users in certain job roles, such as developers, tend to have much higher engagement in discussion than, let's say, senior IT managers. People behave how they want to behave online, and we need to tailor our efforts to match their behavior, not try to force fit their actions into what we perceive as desirable engagement because we see them acting in that fashion on other Web sites.

— ***Brian Carlson****, editor-in-chief/editorial director, CIO.com*

Gruman

I believe reader engagement is only one aspect of readership and should not be used as the sole metric. I believe the top metric remains actual readership — how many people go to the story (page views). No. 2 is how many of those readers go beyond the first page — i.e., resonance and utility. Comments and discussion posts are a weak indicator of value, as most posts are about controversial issues. A valuable article rarely gets comments, but it may get lots of readers. Publishers are in the "get readers" business, not the "get comments" business. Besides, we all know that sponsors are leery of comments, discussions and all that because of the uncontrolled nature, so why optimize the site for comments at the expense of other forms of engagement? I see comments and discussions as a way to get views on controversial issues that certainly entertain readers but also inform our own thinking.

My engagement priorities are getting "deep readership" — having readers read multiple pages of a story first, then sticking at the site to get more information from us. A close second for engagement is to sign up for stuff (RSS, newsletters, tools) — things that show a deeper commitment to us than a drive-by read.

— ***Galen Gruman****, executive editor, infoworld.com*

Are mobile apps the key to monetizing mobile?

Rybak

Olga Rybak*, business development manager at IDG Corporate Sales, contributes to the Mobile Alert blog on IDG Central.*

Mobile apps are the hottest trend in the field these days. As much as it's important to have mobile versions of our sites available to users, monetizing these sites has not been easy for anybody so far. Mobile applications on the other hand may become a key to unlocking monetary success in the mobile arena, I think. People are getting more and more used to the idea of searching and buying applications in app stores like Apple App Store. This means that you might have a better chance making money by selling the apps for $0.99 to $9.99 (usual price range for consumer apps) or any other price you decide appropriate and accumulate the revenue from the good volume of downloads; or you may decide to offer the apps for free and make the money on sponsorship/display ads — generating traffic that way appears to be more promising than via regular mobile sites because users prefer to accomplish more targeted tasks on the mobile platform, and apps serve those goals better than generic sites.

A few points to clarify what mobile sites and mobile apps mean:

Mobile sites are sites viewed via mobile browsers on mobile devices. These days, mobile sites are mainly written or converted into WML (Wireless Markup Language), XHTML or Java and accessed via the mobile browsers. WAP (wireless application protocol) provides all the typical services and features of a web browser but customized/simplified to fit smaller mobile screen, lower bandwidth, etc. WAP browser is an older, more common, option on majority of mobile phones, while new smartphones like iPhone or Blackberry Bold go beyond limitations of WAP and support HTML, rich multimedia, etc.

Mobile apps are usually installed on the phone by the end user.... At the moment, there are three major up-and-running app stores — most famous Apple App Store, and newer Google Android Marketplace and BlackBerry App World. Soon, Nokia, Microsoft and Palm will enter the ring...

To read more and add your own thoughts, see the Mobile Alert blog on IDG Central. Request a password at www.idgcentral.com.

ne on one the interview

Lennard Hoogenraad
The managing director of IDG Netherlands is this week's columnist. Write him at lhoogenraad@idg.nl.

IDG Netherlands at-a-glance

Established 1984

Location Haarlem (15 miles from Amsterdam)

mber of employees 83

Publications
B2C
Computer!Totaal
Zoom.nl
Gamez.nl (online only)
Gadget.nl (online only)
Tips & Trucs

B2B
Webwereld (online only)
CIO.nl (online only)
Infoworld (online only)
Techworld (online only)
Channelworld

Web site www.idg.nl

B2C Events
Zoom Experience
Zoom photography workshops

B2B Events
Channelworld Xcellence gala
CIO dinners
Webcasts

Other products IT World (press release service)

Latest accomplishments
Getting a media partnership th the World Congress on formation Technology (www.wcit2010.org) next year. Launching ITworld, CIO.nl and Gadget at low cost and within a very short time frame.

Q What are some of the changes that have been made at IDG Netherlands over the past year?

A One of the major changes has been in sales where we have split the sales team into b2c and b2b groups. Salespeople are now selling the entire portfolio to the customers that they have in their appointed business segments. And "selling" doesn't quite describe the job anymore. It's about advising the customers and their agencies how we can help them reach their goals and targets; i.e., consultative selling. We have also created a sales marketing team to support them with research, media planning and so on. Finally, we implemented Salesforce, the CRM/sales support system.

Besides changing the structure of our sales department, we have made a lot of other changes in the organizational structure to ensure that responsibilities are clearly designated and that there is focus, ownership and accountability in all departments.

We've also focused on cost control. Not only have we been looking at short-term costs (paper quality, number of pages per issue, marketing, etc.) but also at longer-term costs (hosting, reducing staff, printing, distribution, office space and so on). Being aware of costs and key performance indicators related to them is something that should be on everyone's radar.

Q What are some examples of your most successful user-generated content?

A At the moment that would most definitely be Zoom.nl. The Web site consists mainly of user-generated content (photographs, comments, discussions) and a lot of content from users can also be found in Zoom.nl magazine; even the cover is photographed by a member of Zoom.nl.

And the next issue — due out June 24 — is taking it even a step further. For that issue, the editorial staff has been replaced by a group of 'Zoomers' who are putting the magazine together. They are, of course, being coached by the editors but have a lot of freedom to come up with subjects, new features, tests and so on.

Q During these tough economic times, have you found any ways to cut online costs in a meaningful way without reducing editorial quality or other factors?

A We have renegotiated our Web hosting contract to a point where we will have better service, more speed and bandwidth and a scalable solution for storage (especially important for Zoom.nl) at lower costs. For Google Doubleclick we hooked on to IDG's international contract (saving almost 40%) and rolled it out for all our Web sites.

At the beginning of this year we decided to develop all our online products on an open source platform (Zend framework). This means that, at the end of this calendar year, all Web sites that run on the GX (java) platform must be phased out. Right now Webwereld, ITworld, Gamez and Gadget are already on the new platform and Zoom.nl (3.0) and Techworld are being developed.

As a result we will save considerable amounts in license and support fees for GX and have much more flexibility and development speed at the same time. Because all online products then run on the same platform (same back-end), we can re-use developments, do upgrades on a platform level (instead of site by site), make use of single sign-on if we need to and gather profile information in a standardized manner. The interface to Messagent, for example, can be standardized for the whole platform as well.

Q What is Messagent? Is that an e-mail campaign tool?

A Optizen Messagent is one of the most important tools that our user base management team uses. This system, which is in essence an e-mail marketing/campaign management tool, was implemented recently and is now being rolled out. It allows the gathering of user data, definition and execution of event-driven campaigns, selections and analysis on the database and can measure the effectiveness of campaigns.

User base management (UBM) is a centralized, dedicated team within IDG Netherlands that's responsible for gathering, maintaining, guarding and mining user data. The objective is, of course, to monetize the gathered information in some way. UBM works very closely with marketing, sales, the editorial teams and with online development.

UBM helps marketing and event managers in setting up campaigns for specific groups of users, supports sales staff in reaching the right group of users for the right client (lead generation) and in gathering and maintaining the user data in the database. Starting in FY2010 UBM gets their own measureable targets (profiles, newsletter subscriptions, opt-ins, etc.).

Q What kinds of innovative initiatives are you trying in the area of advertising partnerships?

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Video Insights

continued from page 1

ExtremeLabs, a private, enterprise-level research firm, while the third (seven minutes) takes a video field trip to the Navy Marine Corps Intranet where more than 300,000 servers were consolidated, saving more than $800,000 in power costs.

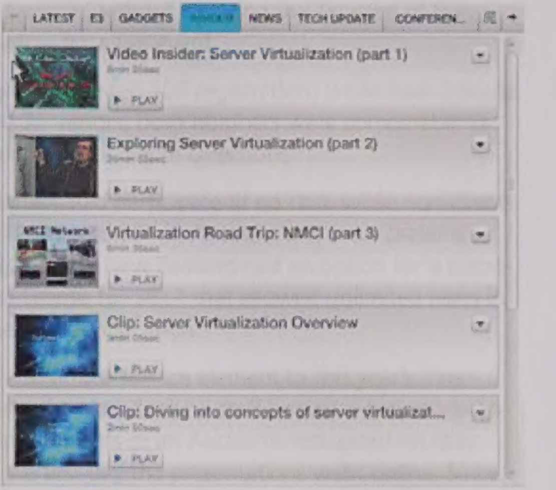
While the videos are clearly listed as parts 1, 2 and 3, viewers can watch them in any order. The virtualization series has received more than 2,271 downloads to date and, once archived, will live on the NWW site indefinitely.

Hewlett-Packard paid $40,000 to sponsor the video series, and Wilde said it was "very happy" with it.

NWW put together an 'editorial calendar' of other technology topics to potentially address in the future, such as wireless, green IT and cloud computing, pending client interest. "Vendors can suggest technology topic ideas and even pitch us on case studies, but the final production and topic selections will be done independently by editorial. This allows us to talk about the issues without being beholden to advertiser influence," Shaw said.

Shaw said NWW editors and writers were asked to help find analysts who are both knowledgeable about the topic chosen and willing to be interviewed on camera. "We pick an analyst or topic expert and bring them in to record the videos," Shaw said. For the user/field trip interview, IDG's Online Publishing Group hired a freelance video producer to fly out to the client site.

According to Shaw, NWW's goal is to have each segment run five to 10 minutes. "However, we found that the whiteboard segment, which digs deeper into the technology, needed more time. So we took the long video and chopped it up into smaller, bite-size segments, which allowed the viewer to focus on a specific topic within the whiteboard video."



Video Insider: Server Virtualization (part 1)

Exploring Server Virtualization (part 2)

Virtualization Road Trip: NMCI (part 3)

Clip: Server Virtualization Overview

Clip: Diving into concepts of server virtualizat...

Network World's Server Virtualization series consists of three videos — an overview, a whiteboard lecture and a field trip that looks at real-world usage.

The entire package took nearly two months to produce, from choosing the topic to lining up the interviews, filming them and doing the post-production work.

NWW has done just one video series to date but is ready to produce more. "We are in 'If they sponsor it, we will build it' mode," Shaw said.

To view the videos go to http://www.networkworld.com/video/ and click on the Insider tab. For more information contact Keith Shaw at kshaw@nww.com or Karen Wilde at kwilde@nww.com. WU

Video series draws good numbers in first month

The three videos in Network World's first Video Insider Series were launched on a staggered schedule. The overview video on Server Virtualization was put up on the site on April 1 and was downloaded 987 times through the end of May.

The whiteboard video, launched April 16, has seen 667 downloads, and the field trip video was put up April 27 and viewed 617 times. The series has been downloaded 2,271 times through the end of last month.

Coming up

Cloud Computing Forum
A Computerworld event
June 16
Santa Clara, Calif.
http://cloudcomputingsymposium.com

Security Vision
An IDC Australia Event
June 17
Sydney
www.idc.com.au

New Zealand CIO Summit
An IDC New Zealand event
July 21-22
Auckland
www.idcresearch.co.nz

CIO Summit
An IDC Australia/IDG Australia event
July 23
Sydney
www.idg.com.au

Next Generation Data Center and **CloudWorld**
Aug. 12-13
San Francisco
www.ngdcexpo.com

OpenSource World
Aug. 12-13
San Francisco
www.opensourceworld.com

CIO 100 Symposium
Aug. 23-25
Colorado Springs, Colo.
www.cio.com

Green IT Conference
An IDC Nordic event
Sept. 6
Copenhagen
Denmark

Green IT Symposium
Sept. 10
Washington, D.C.
www.idc.com

Business Intelligence Perspectives
A Computerworld event
Sept. 15-16
Chicago
www.biperspectives.com

Send events listings to world_update@idg.com.

Directions

continued from page 1

tions, content for each conference was geared to the respective local audience. Australia offered 18 on-demand presentations and New Zealand 16, each 10 to 15 minutes long, a much broader lineup than an onsite Directions event, which usually has six to 10 presentations. All the presentations were audio webcasts, with the analysts narrating their slides.

RENEE KIOSOGLOUS

IDC Australia's marketing team promoted the online Directions event (from left): Marketing Communications Manager ***Sally Taylor Philips****, Marketing Coordinator* ***Louise Kambanellis*** *and Events Manager/Marketing Team Leader* ***Alison Mee****.*

While previous onsite Directions have generally featured the senior IDC NZ team, the online event gave the full team — which included analysts who cover New Zealand but are based in Malaysia — a chance to present, without incurring the expense of flying them in for a live event.

Australia logged 103 registrations while New Zealand had 35 visitors; both numbers were comparable to their previous onsite Directions.

Clients could participate at no cost, while non-clients paid $77 and $61 in Australia and New Zealand, respectively. New Zealand had an option for a corporate license for $617 that allowed unlimited users in one business location.

To add a face-to-face element to this year's Directions, the New Zealand staff hosted a cocktail reception for clients at an Auckland restaurant on May 7, the first day the presentations went online. Since participants weren't able to ask questions online, the networking session gave them a chance to follow up with analysts in person. About 20 people attended, which Ocego said she felt was a good turnout, and at least one piece of new business resulted from the reception, she said.

Presentations were available online for two weeks and were viewed between 300 and 400 times in each country. IDG Australia signed up association partners (Australia Information Industry Association and Australia Computer Society) and media sponsors (IT News, Strategic Path and Computerworld Australia), while IDC NZ did not have sponsors this year.

The teams from each country are currently evaluating participant feedback, which has been generally very positive, and have not yet decided on Directions' format next year.

Contact Alison Mee at amee@idc.com or Caroline Ocego at cocego@idc.com.

Team describes online webcast technical details

Technical specialists in multiple countries supported the online Directions project for Australia and New Zealand. The Singapore team included Director of Information Services **Sujay Bhattacharya**, Senior Executive/IT Solutions Planning **Noopur Goel**, and Web Designer/Developer **Sylvester Aswin**; IS Administrator **Philip Wong** handled presentation production in Australia.

The online presentations were produced using the software Articulate Presenter Pro5. The Web platform for registrations, on-line payment (linked to PayPal) and delivery portal for these presentations was developed in-house using the ASP.net technology and PostgreSQL back-end database.

The Australia and New Zealand marketing teams considered doing live presentations, but with a small budget the costs of a professional camera crew proved too costly, and they opted for pre-recorded presentations that could be viewed on demand.

In 2003, the IT team helped coordinate its first online Directions in Singapore and used an external company to set up the delivery platform with online payment linked to the Worldpay payment portal. Given the relatively large number of attendees for Singapore events, there were enough purchases to cover the cost of deployment.

Last year, the team used the same external company to do an onsite video recording of a Directions panel that was streamed live on the IDC Asia/Pacific regional Web site. An interactive chat widget enabled the 40 online attendees to submit questions, which the panel answered during the session. The live stream was also featured in IDC Chief Research Officer **Frank Gens**' blog, IDCXchange, at http://blogs.idc.com/ie/.

Write to Noopur Goel at ngoel@idc.com.

people

oteworthy

New employees

Baker

IDG Netherlands welcomes **Liam Baker**, sales manager for the B2B portfolio, which includes Webwereld, CIO, Channelworld, Techworld and Computerworld. He was most recently senior account manager at VNU Netherlands for the brands Computable, CRN and Emerce. Baker has a degree in marketing and management from Preaheb Institute, a private school in his hometown Alphen aan den Rijn. Married with two young daughters, he enjoys following the stock market and world economic issues and keeping up with a variety of sports, including Formula 1 racing, professional cycling and badminton. *lbaker@idg.nl*

Boer

Also at **IDG Netherlands**, **Jeroen Boer** has signed on as the editor for Computer!Totaal. He was previously a freelancer for the computer magazine PCM. This month Boer is finishing a master's degree in communication and information sciences at Tilburg University. He has a bachelor's degree in journalism. In his free time Jeroen enjoys going to the cinema and spending time with his girlfriend. *jboer@idg.nl*

Returning employees

Deb Stark has joined the CIO Executive Council as director of marketing. She had previously worked for IDC as director marketing for Industry Insights. A graduate of Northeastern University in Boston with a B.S. in business, Stark spends her off hours skiing, hiking, kayaking, birding and enjoying other outdoor activities. She recently volunteered for the "Marketers Making A Difference" program in Boston. *dstark@cio.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Video: Bob Carrigan outlines IDG growth strategy at IAB meeting

IDG Communications CEO **Bob Carrigan** outlined IDG's strategy for growth earlier this year at the Interactive Advertising Bureau's annual meeting in Orlando, Fla.

In a presentation entitled Evolution or Extinction: How Publishing Brands Can Recast Themselves for Success, Carrigan discussed the challenges traditional media companies are facing as users and marketers continue to shift more and more effort and investment away from legacy media and toward the interactive world of the Web. His talk is broken into seven segments that focus on: Look Below the Line, Audience Centricity, Everything Is Custom, Beyond Our Borders, and Evolution or Extinction. To view the video, visit IDG Central. If you need a login, use the link at www.idgcentral.com to request one.

meet your colleague

IDC Asia/Pacific's Chris Holmes

When **Chris Holmes** started his job as VP with IDC Asia/Pacific's Manufacturing Insights group two years ago he had to hit the ground running.

"I was recruited and started work on Tuesday," he said, "and on Friday was informed by the guy who recruited me that he was leaving!" Holmes carried on in his recruiter's stead nonetheless, and his work ethic quickly turned him into a valuable contributor to the company. He was recently given the regional sales champion award by the IDC Asia/Pacific sales team.

*During his non-IDC hours, **Chris Holmes** enjoys competitive sailing.*

"It was great recognition for the Manufacturing Insights team in the region," he said, "and in my first full year in charge, turning the group into a profitable business with happy customers and a great team to work with."

Responsible for driving the overall direction of IDC's manufacturing research in the region, he said he appreciated the variety his work offers.

"From a research perspective, I get to talk to lots of people about what they are doing or plan to do. I hear success stories and achievements from companies that they are generally proud of. From a business perspective, I get to work as part of a team to deliver value to our customers."

With no such thing as a typical day in his Singapore office, Holmes said he could be doing a variety of things on any given day — attending business development meetings, working on an existing consulting project, conducting ongoing research, creating a proposal with the sales team, or "flying around the region to do some of the above."

"Chris has done an exceptional job building the Manufacturing Insights practice in Asia/Pacific, despite a profoundly difficult economic environment, particularly in the manufacturing sector in Asia," said **Cort Isernhagen**, VP, Industry Insights, IDC Asia/Pacific. "He is in high demand on the speaking circuit. His customers clearly value his insight and advice on topics such as supply chain and product life cycle management."

When not spending time with his wife Claire and two children, ages 6 and 3, he enjoys competitive sailing, from "local yacht regattas to some of the large regional events."

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29

Matt Smith *IDG Enterprise Services Group*

26

Derek Hulitzky *Computerworld*

23

John Robison *IDG*

21

Lottis Bergson *IDG Sweden*

20

Janet King *IDG Research Services*

15

MaryKay McIntire *Online Publishing Group*
Ralphe Manzoni *Now! Digital Business*

4

Diane Bean *IDG*
Måns Klockar *IDG Sweden*

11

Clas Mehus *IDG Norway*
Morten Kristiansen *IDG Norway*
Mary Menendez *IDC*

10

Linus Lai *IDC Australia*
Danielle Cyr *IDG World Expo*
Peter Cohen *Mac Publishing*

9

Jennifer LeMay *IDG World Expo*

8

Jane Weissman *IDG Connect*
Grace Han *IDC China*
Clark Morey *IDG Global Solutions*

7

Karen Arnowski *IDG Global Solutions*

rtha Martin *IDC*

5

Koichi Nagayama *IDC Japan*
Elizabeth Enriquez *IDC Mexico*
Heather Karki *IDC*
Robert Cerulle *IDC*

4

Tammy O'Keefe *Network World*
Monika Kumar *IDC*
Matthew Duffy *IDC*
Rob Griffiths *Mac Publishing*

3

Ricky Mak *IDC Canada*
Brian Howden *IDC Canada*
Leon Xiao *IDG China*
Elaine Senay *IDG*
Paul Moon *IDC*

2

Guido de Winter *IDG Netherlands*
Kristin Burnham *CXO Media*
Philip Carter *IDC Singapore*
Carolyn Rauch *IDG World Expo*
Sterling Wu *IDG Australia*
Henrik Rydahl *IDG Denmark*
Stefan Garvander *IDG Sweden*
Mateusz Was *IDG Poland*
Wouter Loerakker *IDG Netherlands*
Desere Ross *IT World Canada*
Daniel Moren *Mac Publishing*

1

Roy Morten Helgesen *IDG Norway*
Sudev Bangah *IDC Malaysia*
Srinivasa Varadharajan Rangarajan *IDC Center for Consultancy and Research*
Lewis Rhys *CIO U.K.*
Jessica Nilsson *IDG Sweden*
Dominika Borowik *IDG Poland*
Brandon Ferrua *IDG Games Media*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

One on one

continued from page 3

A We believe that we can add relevancy to ads, thus making ads of interest to our visitors online. We have already done this with Monsterboard, where recruitment ads are tagged and then linked to content. For example: with an article on security a reader will find a recruitment ad for a security officer at company X.

We have done something similar with the just-launched ITworld press releases, which is based on IDG Sweden's successful idea. Companies that subscribe to the service can upload their IT-related press releases onto ITworld. These press releases are then tagged and categorized by us. Based on these tags we will feature relevant press releases with an article. So, if someone reads an article about the iPhone, he will then be presented with a link to an Apple press release, or to a press release of a mobile phone vendor launching an iPhone competitive product. In this way ads become 'advertiser-generated content' in some way. This adds value for both advertisers and visitors.

Another plan that we are asking the market for feedback on is the "IT&" Web sites. The idea is to create a sponsored Web site around a specific target group where we can present, and re-use, all content we produce and/or gather from other sources that's relevant for that specific group. For example: IT&government, IT&healthcare or IT&education.

Furthermore, we are in the process of launching IDG's Technetwork in The Netherlands, and we really like the opportunities that Amplify could bring us (see IDG World Update May 11, 2009). For b2c we will be implementing a product database, like PC World's Product Capsule (see IDG World Update Feb. 2, 2009).

Q What are you doing in terms of lead generation?

A We had a lot to learn and explore, but I think we've gained a lot of knowledge over the last six months. Our sales department now knows how to sell a lead-gen campaign and how to manage the client's expectations. We appointed someone who's fully in charge of all our lead gen activities and acts as the contact for our clients. Very important for us was the implementation in May of our new white paper library, which was developed by NBSP. We are building expertise in terms of rewriting titles, intros or sometimes even the entire white paper, thus making it more interesting for our readers (and potential leads). Besides white papers we also use other instruments to gather leads like webcasts, sponsored zones, CIO dinners, etc.

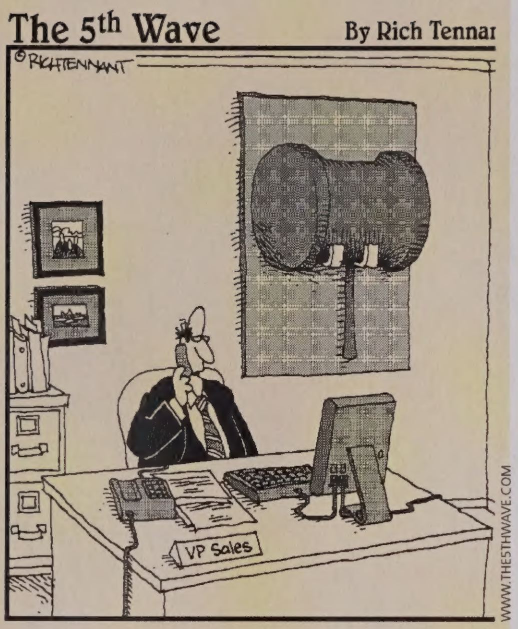
To learn about IDG Netherlands' reorganization of its b2b portfolio, read this article on IDG Central.

If you have a suggestion for a columnist for this page, write to world_update@idg.com. All questions will be passed along anonymously.

ff line for fun

It's that time again! Create a brief caption for the cartoon at right and send it to *IDG World Update* by June 23.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *Downloaded*. The honorable mention winners will also receive prizes. Send your creations to world_update@idg.com or fax them to 617-423-0712.



Check out the classified ads on IDG Central

Employees worldwide can post for sale, for rent, services, ride share and wanted ads in the classified ad section of www.idg-central.com. A few excerpts from current listings appear below; go online for more details.

1997 Honda Civic — manual transmission
Reputable online site says that a private selling of a 1997 EX sedan should be $3,039. Instead, I am willing to start the negotiation at what I would get if I just traded it in – which is $2,336. Let the negotiations begin!
Teresina Cardamone, teresina_cardamone@idg.com

ape Cod Condo, Ocean Edge Resort
Brewster, Mass. First floor 2-bedroom, 2-bath condo at this family friendly resort. Tastefully decorated, offering A/C, W/D, cable/DVD/VCR, patio, and BBQ grill. $1,300/week in peak season. Off-season rates available.
Bob Parker, bparker@manufacturing-insights.com

White Mountains, N.H., vacation house
Escape to four-bedroom home in the White Mountains. Available in winter/spring/fall. Only two hours from downtown Boston. Three baths and a large deck.
Jonathan Guloyan at jguloyan@idc.com

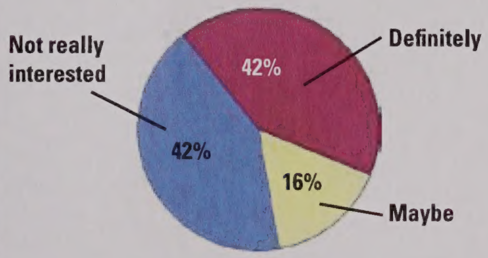
Miami Beach vacation condo
Monthly $2,800, two weeks $1,800, a week at $950. Spectacular ocean direct views from this 14th. floor condo on Miami Beach. One-and-a-half bedrooms, one-and-a-half baths, full kitchen, glass balcony.
Trino Ramos, trino_ramos@idglat.com

2004 Yamaha V-Star 1100 Silverado Motorcycle
2004 Yamaha V-Star 1100 Silverado (colors: black & root beer) w/windshield. $6,500 or best offer. Mileage = 1,300. Added $1,000+ in accessories: new pipes, lowering kit, leather bags, new air intake. Always garaged. Approx. 250 miles with full tank. Extra set of handle bars included.
Elizabeth McPherson, emcpherson@idc.com

17" MacBook Pro Laptop
cludes: 2.16 GHz Intel Processor (Can be set up as a dual boot /Mac machine) 2Gig of RAM 120 Gig 5400RPM drive ATI Mobility Radeon x1600 256MB graphics card and more ... Apple remote $1,250.00
Cheryl Giangregorio, cgiangregorio@idg.com

Question of the Week results for June 1

Do you plan to take a look at Bing, the new version of Microsoft's search engine?



Log on to www.idgcentral.com to vote on this week's question: **How many times have you changed providers for your mobile phone service?**

Calling all photographers

The IDG World Update editors are looking to identify employees worldwide with access to digital cameras who are willing to serve as on-call photographers at their business units.

If you would be willing to take an occasional photo of a newly hired colleague, an event happening at your office or employees being profiled in a World Update story, please write to world_update@idg.com.

and finally...

The editors of *IDG World Update* would like to thank those who assisted with this issue:

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, E for All, Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More at www.idg.com.

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WWW.IDGCENTRAL.COM

Computerworld Honors Program identifies IT heroes

Longest-running global IT awards program honors humanitarian uses of IT

Computerworld Honors
2009
Program
A Search for New Heroes

*The Computerworld Honors team included l-r: **Michael Meleedy**, senior director, event management; **Kathleen Dury**, senior customer service coordinator; **Derek Hulitzky**, VP event marketing; **Kelly McGill**, senior executive program specialist; **Ann Spurling**, executive producer; **Julia King**, executive editor, events; **Matt Smith**, senior VP & COO; **Lisa Desmarais**, executive program specialist; **Sandy Weill**, senior director, executive programs; **Bob Carrigan**, CEO, IDG Communications; **Ron Milton**, chairman emeritus, Board of Trustees, Computerworld Information Technology Awards Foundation; **Ellen Daly,** executive VP events; and **Deb Begreen**, director of operations.*

Washington, D.C., was once again the setting for the longest running global IT awards program in the U.S. as Computerworld presented the 21st edition of the Computerworld Honors Program. Held at the Andrew Mellon Auditorium on June 1, the event is the culmination of a year-long process that brings together the chairmen and CEOs of the world's foremost information technology companies to recognize the most outstanding user achievements in technology projects designed to benefit society.

Each September, the 100 leading global IT companies that comprise the program's Chairman's Committee are invited to nominate IT projects that promote positive educational, social and economic change. These nominations are evaluated by Computerworld Honors staff, and organizations whose projects meet the criteria are asked to submit a case study detailing their work. Accepted case studies are designated as Laureates for that year and become part of the program's permanent collection.

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IDG Romania caters to Web developers with new DevWorld

Responding to the demand for practical knowledge about Web development and design, IDG Romania entered a new conference niche on May 11 with DevWorld.

More than 120 programmers and Web designers — 40 more than expected — signed on, as did 11 sponsors, all Web companies and online media sites, making the event profitable and highly successful for PC World Romania from a brand awareness perspective, said IDG Romania Online Manager and DevWorld Project Manager **Adriana Cocic**.

Admission was a mixed model of paid and invitation-only; the target audience of senior Web development managers, chief creative designers and online project managers with high-level technical backgrounds had free admission.

The conference opened with several presentations from IT industry experts on trends and news in the Web development arena and tools and applications that will be available soon and in the future. A series of concurrent workshops and demonstrations followed on topics such as Drupal development, application scalability and user interface design.

Several months before DevWorld, PC World Romania sponsored a contest to find excellent examples of Web programming and design. From the 65 online submissions, 10 finalists earned the chance to present their projects to a 10-member jury at DevWorld. The technical experts and creative directors selected three Code Masters Award winners (two for best technical implementation and one for most complex implementation) and two Design Masters Award winners (best user interface experience and best creative design), as well as the grand prize DevWorld Masters Award for the online project with the best chance to become a successful startup.

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Computer Sweden speed meetings link vendors, event attendees *page 4*

June 16 Webcast: IDC unveils IT for Better Government *page 4*

Pat McGovern leads MIT Class of '59 *page 8*

E-waste recycled in San Francisco *page 8*

Employees gain deeper understanding of IDG business at MMI

Fourteen employees representing 12 IDG U.S. business units attended last month's IDG Media Management Institute (MMI) in Wellesley, Mass., where they got an insider's look at many of the key functional and operational areas at IDG. The three-day program, which featured presentations from 11 IDG leaders and subject area experts, is designed to allow attendees to step out of their day-to-day roles and explore IDG business from both a functional and whole business perspective. All participants are nominated by their business unit leaders to attend the program.

ALANA DROS

*Front row l-r: **Jeff Caruso**, managing editor online news, Network World; **Curt Poff**, senior Web producer, Macworld/PC World; **Elana Varon**, executive editor, CIO; **Ellie St. Louis**, regional manager, CXO Media. Middle row, l-r: **Nina Carrara**, product director, IDG World Expo; **Elisa Della Rocco**, online sales director, Network World; **Nancy Weil**, managing editor, IDG News Service. Back row, l-r: **John Vulopas**, VP business development, Computerworld; **Adam Dennison**, director of custom solutions, IDG Enterprise; **Michael Latchford**, online sales manager, IDG Global Solutions; **Bob Johnson**, VP & principal analyst, IDG Connect; **Teresina Cardamone**, digital marketing manager, IDG Communications; **Mary Atchison**, manager, ad operations, GamePro Media; and **Andy Fong**, engagement manager, IDC.*

Effective Communication: It's a two-way street

The most important part of your job.

It is the key to winning organizational trust and confidence.

Seek opinions everywhere in your organization.

Share the big picture as it instills confidence, motivates and clarifies.

Everyone needs to hear the vision, how they can contribute and how we and they are doing.

Watch your non-verbal communication and lead by example.

Master the fine art of seed planting.

— Michael Friedenberg, CEO, IDG Enterprise, from MMI presentation on leadership

"A definite theme this year was the future of IDG and new areas of growth and opportunity," said **Laurie Butson**, director of Training and Development, who, along with **Alana Dros**, director Human Resources Services Division, and **Jennifer Quinby**, training and development coordinator, developed the agenda and hosted the program. "It was a very energizing, forward-looking program, and I think people left feeling very energized and optimistic about the future of the company."

Among the presenters and the topics they covered were: **Matt Yorke**, senior VP, sales and marketing, IDG Communications, who discussed IDG's new social media marketing program called Amplify; **Sean Nakamura**, director audience development & analytics, Online Publishing Group & IDG Enterprise, who talked about the role of search engine traffic on IDG sites and how to optimize visibility and clickability in capturing that important traffic segment; and **Michael Friedenberg**, president and CEO, IDG Enterprise, who discussed the role and characteristics of a leader.

Also on the agenda were **Steve Pelosi**, manager financial reporting and budgeting; **Olga Rybak**, business development manager, IDG Corporate Sales; **Brian Gleason**, VP, sales, IDG Syndication and Networks; **Frank Cutitta**, general manager, IDG Connect; **Elizabeth Heichler**, editor-in-chief, IDG News Service; **Brian Carlson**, editor-in-chief, CIO.com; and **Bill Rigby**, director, account services & ad operations, IDG Enterprise.

IDG Communications CEO **Bob Carrigan** also joined the group on the second day and spent an hour and a half fielding questions during an open Q&A session.

Participants worked together in small teams on a case study throughout the three-day program that explored a fictitious IDG brand and asked participants to consider how they would continue to grow and leverage this brand in the context of today's media market. Each group presented its solution to a "board" consisting of VP Corporate Human Resources **Piper Sheer**, and MMI presenters Cutitta and Pelosi. "The case study presentations were excellent," noted Butson. "Participants worked hard and came up with really creative, yet realistic, forward-thinking ideas."

"There were two things I took away from MMI," noted **Teresina Cardamone**, digital marketing manager, IDG Communications. "The first was a new sense of pride in working at IDG and a boost in overall morale. Listening to Michael Friedenberg speak about leadership and what it took to turn CXO Media around was inspiring. The second thing was the drive to do something innovative within my own business unit. IDG is full of amazingly talented people and hearing people talk about the projects they are working on got me pumped up to take on some of my own."

For more about MMI or IDG's other corporate training programs, contact Laurie Butson at laurie_butson@idg.com.

one on one

the interview

Vernon Turner
IDC's SVP for Enterprise Infrastructure, Consumer and Telecom Research is this week's columnist. He has been playing a leading role with IDC's "Green Team" a global group of 30 IDC analysts. To date the team has been produced more than 600 green-focused research documents. Reach him at vturner@idc.com.

> "Green IT has been a great opportunity for our sales organization to show the true value proposition of the whole IDC research organization."

Q When and why did IDC first establish a Green IT practice?

A We formalized the Green IT practice last year with the launch of our microsite on IDC.com but initial credit should go to **Frank Gens**, SVP, who kicked off the initiative in mid-2007. We were starting to see IT energy costs climb so much that both CIOs and utility companies were not sure if there would be enough power and cooling in the future. At the other end of the spectrum, consumers were becoming fully aware of the environmental impact that cell phones, personal computers and other devices were having on the planet. By simply putting these two issues together, we quickly knew that IDC had a lot of ability to help its customers tackle these issues.

The Green IT microsite on IDC.com (www.idc.com/research/greenit/) is a place for our customers and prospects to come and better understand what we had to offer. It allowed IDC to showcase the width and breadth of our coverage. We populated the site with audio files of research analysts discussing key issues in areas such as servers, print, storage, high performance computing, etc. In addition, we offered up current content in return for their registration — that's the "Green Community" membership option — and to date it has been very successful. Our audience has extended to all of our regions with many government and academic institutions that we typically haven't reached before.

Q To what extent is IDC involved in research programs and events related to green IT?

A Many of us may be very familiar with being 'green' because of the heavy emphasis placed on our environment (our cars, our home lighting, etc). However, Green IT has been a great opportunity for our sales organization to show the true value proposition of the whole IDC research organization. Analysts from across every region within IDC and IDC Insights groups are collaborating on a very wide range of topics including power and cooling in datacenters, Green IT services and energy consumption in buildings.

Q How is IDC distinguishing itself from any competitors in this area?

A Based on our track record, we have established ourselves as the industry source for key government agencies such as the Environmental Protection Agency. For example, we provided market sizing data when the EPA Energy Star Program released to Congress a report assessing opportunities for energy efficiency improvements for government and commercial computer servers and data centers in the United States. Also, having so much quantitative data on the IT installed base makes it easy for IDC to size the environmental impact of a broad range of technology platforms.

Q In which green areas are customers most interested in soliciting IDC's advice?

A In the middle of a recession, conventional wisdom would suggest that IT management wouldn't be interested in many environmental programs. However, more and more pressure is being put on CIOs to better understand their energy usage within IT since it is rapidly becoming a major part of their operational expenses. Second, businesses know that some form of government regulation or reporting for energy consumption, carbon footprint and greenhouse gases is imminent. They are asking IDC for help to prepare for this and remain in compliance with these new rules.

Q What were a few interesting highlights from the Green IT Survey IDC conducted last year? Is another one planned for 2009?

A We surveyed CIOs in the 10 leading industrial countries (Brazil, China, France, Germany, India, Japan, Mexico, Spain, United Kingdom and the United States) to get a balanced view of how they viewed any Green IT initiatives. The results showed that, globally, the cost of energy to run IT is by far the leading issue for IT executives. Also, respondents indicated that they are willing to pay a premium — in some cases almost 20% more — for products that they deemed were truly environmentally friendly. Finally, the survey showed that the Green IT decision making process had moved from being driven by IT professionals (in the 2007 survey) to the CIO office, reflecting the increased visibility that the topic has achieved. We plan to repeat the survey in 2009 and look forward to seeing what the most current sentiment is.

Q What is G.R.A.D.E. certification and why has that been a useful program for IDC?

A The U.S.-based Green Recycling and Asset Disposal for the Enterprise (G.R.A.D.E.) has been an example of entrepreneurship and innovation. Research Manager **David Daoud** realized that there was a need for an industry standard for consumers to believe that the major vendors were managing the recycling and disposing of computers in a responsible manner. At the end of an extensive on-site audit, David will evaluate

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Computer Sweden speed meetings link vendors, attendees

Capitalizing on the value that customers put on one-to-one networking opportunities, Computer Sweden has introduced "speed meeting" sessions at several of its conferences this year.

One week ahead of the event, a staff member from Computer Sweden sends the attendee list to the conference sponsors, who then select which people or company representatives they would like to meet with during coffee or lunch breaks. Since Computer Sweden guarantees the sponsor five one-on-one meetings — no more than 15 minutes each — the sponsor has to identify at least 10 eligible attendees. A longtime telemarketing partner then calls the attendee to extend the invitation and set up a meeting time. The agency staff supplements Computer Sweden's limited internal resources and over time has come to know many individuals in the IT community, as they often make reminder calls to ensure high attendance levels at various IDG events.

"We've had a great response from both delegates and sponsors," said Event Manager **Ulrika Ullman**. "Everyone wants to get as much information as they can out of a conference, and a personal meeting with a vendor gives delegates a chance to focus on questions related to their own needs. Vendors see us giving them extra value for participating. We can also ask them what companies or people they want to see at the conference, and we can send event invitations to their most valued prospects, who might then be invited to a face-to-face meeting."

IBM's Niklas Thulin talks with SOA Summit attendees during the one of the speed meeting opportunities.

Ullman said one of IDG Sweden's competitors initiated the one-on-one meeting option at events, and several of IDG's sponsors asked Ullman if she could set up something similar. The SOA Summit in April was the third time Computer Sweden arranged speed meetings this year; 25 meetings were held that day — five meetings per sponsor — which was about average for the previous conferences.

For the Sourcing Summit in September, attendees who register online will be able to indicate if they would be interested in talking with specific vendors. Vendor representatives will then choose which attendees receive invitations to meet.

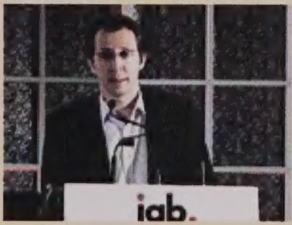
Write to ulrika.ullman@idg.se.

Speed meeting tips

Computer Sweden Event Manager **Ulrika Ullman** offered these suggestions:

- Hold the meetings in a special area outside the exhibition room.
- Structure a time schedule; 15 minutes maximum per meeting.
- Give all vendors and booked attendees information about the meeting and their time slot at the registration desk when they arrive.
- Highlight the meetings during the event. Before the breaks, have the moderator announce that people with scheduled meetings should go to the designated location.
- Use colleagues and conference staff to follow up with participants on site to be sure the meetings take place and are on time. Sometimes attendees have to be located in the exhibit area or, if someone has left early, a substitute has to be found.

Video: Bob Carrigan outlines IDG strategy for growth



IDG Communications CEO **Bob Carrigan** outlined IDG's strategy for growth earlier this year at the Interactive Advertising Bureau's annual meeting in Orlando, Fla.

In a presentation entitled Evolution or Extinction: How Publishing Brands Can Recast Themselves for Success, Carrigan discussed the challenges traditional media companies are facing as users and marketers continue to shift more and more effort and investment away from legacy media and toward the interactive world of the Web.

His talk is broken into seven segments that focus on: Look Below the Line, Audience Centricity, Everything Is Custom, Beyond Our Borders, and Evolution or Extinction.

To view the video, visit IDG Central. If you need a login, use the link at www.idgcentral.com to request one.

June 16 Webcast: IDC unveils IT for Better Government

IDC
Analyze the Future
Government Insights
IT FOR BETTER GOVERNMENT
International Best Practices

In a free, live Webcast on June 16, 9 a.m. U.S. EST, senior IDC managers will outline the plans for a new a global initiative, IT for Better Government, that positions IDC Government Insights as a leader in the government sector when it comes to IT strategies.

IDG and IDC employees are invited to listen in, as IDC and Government Insights analysts **Thom Rubel** (U.S.), **Ricardo Villate** (Latin America), **Raphael Phang** (Asia/Pacific), **Jan Duffy** (EMEA) and **Gabriella Cattaneo** (EMEA) will discuss international best practices in government IT strategies and government effectiveness in today's unsettled economic times.

Register at www.idc.com/research/IT4BG/index.jsp.

Recognition, preservation at core of program

COMPUTERWORLD HONORS

Laureates receive Computerworld Honors medals like the one pictured above.

Founded in 1988 by IDG Chairman **Pat McGovern** in conjunction with the Smithsonian Institution, which is no longer a partner, the Computerworld Honors Program recognizes the significant role technology plays in benefiting society while simultaneously honoring innovations from around the world. With recognition and preservation as its core charters, the program is run by the not-for-profit Computerworld Information Technology Awards Foundation.

Winners recognized in 10 categories

The Computerworld 21st Century Achievement Awards recognize outstanding technology contributions in 10 categories. They are: Business and Related Services; Education and Academia; Environment, Energy and Agriculture; Finance and Insurance; Government; Health Care; Manufacturing; Media, Arts and Entertainment; Nonprofit Organizations; and Transportation.

Honors

continued from page 1

The 159 Computerworld Honors Program Laureates pose with members of the CW Honors team and other IDG executives in the lobby of the Andrew Mellon Auditorium.

This year, Computerworld received some 200 nominations with 159 ultimately selected as Laureates. From this group, five finalists in each of 10 categories (see sidebar at left below) are selected by an elite panel of judges. The Laureates receive their medals in a late afternoon ceremony at the Andrew Mellon Auditorium. That evening, following an elegant black-tie dinner, the 50 finalists are announced and called to the stage to receive an Honors crystal. From the five finalists in each of the 10 categories, one 21st Century Achievement Award recipient is deemed the "best of the best" and receives a large crystal with the Honors medal embedded inside.

Among this year's 21st Century Achievement Award recipients were The University of Texas M.D. Cancer Center, ranked in 2008 by U.S. News and World Report as the nation's top hospital for cancer care. The hospital has built a visionary electronic medical record system — the first of its kind anywhere — that seamlessly integrates clinical and research information.

Also honored was UNICEF, which pioneered the development of a cost-effective fly-away Emergency VSAT (satellite communications) kit or office-in-box unit, now deployable in less than four hours anywhere in the world. Today, UNICEF can rapidly set up, restore or scale up field offices and operational and communications infrastructures. Thus equipped, UNICEF has been able to deliver tangible results for children.

"People look to us to showcase the most innovative work in IT each year that benefits society," said **Sandy Weill**, senior director, Executive Programs, and Honors Program director. "These awards are special because not only do we honor the latest in IT achievements each year, but we shine a spotlight on work that is improving life for all humankind."

In addition, the Computerworld Honors Program also presents annually several Leadership Awards to honor lifetime achievements of individuals who have had exemplary careers in IT. These awards are sponsored by members of the Chairman's Committee and this year the winners included:

- Dan Warmenhoven, chairman of the board and CEO, NetApp, Inc., and Tom Mendoza, vice chairman of NetApp, Inc., sponsored by Morgan Stanley.
- Jim Argiropoulos, first deputy chief of staff of the Chicago Office of Emergency Management and Communications, sponsored by IBM.
- Ginny Lee, senior vice president and CIO, Intuit, Inc., sponsored by Computer Associates.

For a complete list of Laureates, Finalists and 21st Century Achievement Award recipients and more information about the Leadership Award winners visit www.cwhonors.org and/or contact Sandy Weill at sandy_weill@idgcommunications.com.

Coming up

New Zealand CIO Summit
An IDC New Zealand event
July 21-22
Auckland
www.idcresearch.co.nz

CIO Summit
An IDC Australia/IDG Australia event
July 23
Sydney
www.idg.com.au

Next Generation Data Center and **CloudWorld**
Aug. 12-13
San Francisco
www.ngdcexpo.com

OpenSource World
Aug. 12-13
San Francisco
www.opensourceworld.com

CIO 100 Symposium
Aug. 23-25
Colorado Springs, Colo.
www.cio.com

Green IT Conference
An IDC Nordic event
Sept. 6
Copenhagen
Denmark

Green IT Symposium
Sept. 10
Washington, D.C.
www.idc.com

noteworthy people

New employees

IDG Hungary has hired **Ferenc Hegyi** as advertising director. He was previously marketing director at a Hungarian telecommunications company and before that was commercial director of the sales and marketing team at Where Budapest magazine as well as several custom publications. In his free time he enjoys cars and music. *fhegyi@idg.hu*

Returning employees

Butkiewicus

Christina Butkiewicus returns to IDG as marketing manager with **CIO**, a title she previously held with the Network World's DEMO trade show. She spends her free time on the Charles River learning to row single sculls at Boston University. *cbutkiewicus@cio.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

DevWorld

continued from page 1

The winners received a multifaceted prize package, which included at least 10 hours of mentorship from business, programming, design or communications experts. They also received:

- An article about their project in the PC World Romania magazine.
- A half-page advertorial about the project.
- A standard banner advertising their online project for one month on PC World eNewsletters.
- A one-year subscription for the IT&C Press Room, IDG Romania's press release service, where they can publicize their project and post-event promotion on www.devworld.ro.

This new IDG Romania site will debut in September or October and serve as a resource for the developer community, carrying editorial content, forums, and information about DevWorld events.

For the first time at an IDG Romania event, the staff arranged to have the entire conference streamed live on the Web; about 1,200 people logged on. An edited, on-demand version of the proceedings is now available online.

IDG Romania held the first DevWorld at a Bucharest hotel, and given its success, the staff plans to roll out the concept in other regions of the country.

Write to adriana@idg.ro.

*IDG Romania Online Manager **Adriana Cocic** (left) and PC World Editor-in-chief **Stefania Mihalcea** at the opening of DevWorld.*

IDG Training Blog

How to run a book club discussion

*IDG Training and Development Director **Laurie Butson** made the following post recently on her IDG Central blog:*

Butson

We started the IDG Book Club a few years ago and have held a number of book club discussions in the US. It's been a very popular addition to our training calendar, especially in Framingham. We recently offered our first book club via Live Meeting and were able to open it up to remote employees. Although we've been offering a number of webinars over the past year or so, this was our first book club we offered with some participants being remote. Holding the discussion via Live Meeting worked great, and I'm really excited because this opens up a lot of possibilities and opportunities for more involvement in the book club sessions. Given the success of this last session, I am confident we've found a format that can work with people in the room and participating remotely.

If your are interested in participating in future book clubs, and you are a remote employee in the U.S. (not in San Francisco or Framingham), let me know. Also, if you are an international employee and you are interested in participating, let me know. I'd love to discuss the possibilities!

I don't have the magic formula for how to run a book club discussion, but I do have a format that I've used a number of times and it's worked well. I thought I'd share in case there are any groups out there who would like to hold their own book clubs, but would like a place to start.

1. Get into the mindset. Start out with something to reconnect people with the concepts of the book — show a video, read an article, share quotes from the book, share pro and con perspectives about the book, etc.

2. Introductions. Go around the room to allow participants to introduce themselves and share one thing that struck you the most from reading the book. This one thing could be a particular chapter or concept from the book, something positive that struck you, something you disagreed with, something that you've had success with, etc.

3. Group discussion (large vs. small). It's a good idea for someone to compile some questions for discussion before the book club meeting. You could have a facilitator compile the questions or you could have everyone come with one question they'd like to discuss about the book. Having questions prepared, helps prompt discussion. Depending on the size of the group you may want to break into small groups to help foster more discussion. If you have small group discussions, you should assign someone to take notes in each group and then have a large group debrief where each group shares more about their discussion with the large group.

4. Bringing it home. Since this is a workplace book club, we always end by encouraging people to think about (and share with the group, if they are comfortable) what they will do differently as a result of reading the book and participating in the discussion. It's also good for people to think about whether there are others they work with who should know about the book...

5. Book rating. I think it's fun to end the book club discussions with a quick exercise where you go around the room and have everyone share how they would rate the book. On a scale of 1 to 5, with one being low/poor and five being high/excellent, how would you rate the book?

This is a quick little format that has worked well for the sessions I've facilitated. I've used this in 1.5-hour to 2-hour book club sessions. If you have any questions, if you'd like a sample PowerPoint presentation, or if you'd like additional examples, just reach out to me by posting a comment on the blog or e-mailing laurie_butson@idg.com.

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

31

Debra Sobin *IDG*

29

Robin Robison *IDG*

22

Irmtrud Schaefer *IDG Germany*

19

Bea Horvath *IDG Hungary*
Ica Rodriguez *IDG Hungary*

18

Agnes Hejjas *IDG Hungary*

15

Stephen Compton *PC World*

14

Amie White *IDC*
Jeroen de Jager *IDG Netherlands*
y Olvet *IDC Canada*

13

Manuela Mancosu *Nuov@Periodici Italia*

12

Walter Mehl *IDG Germany*

11

Bronwyn Harrison *IDG Australia*
Amy Capistran *IDG*

10

Teréz Berényi *IDG Hungary*
Anita Cseresznye *IDG Hungary*
Paul Morrisette *IDC*

9

Alexa Wriggins *PC World*
Christopher Chute *IDC*
Torun Bjurman *IDG Sweden*

8

Bertalan Halász *IDG Hungary*
Zoltán Telek *IDG Hungary*
Kyoko Suzuki *IDG Japan*
Andreas Schmitz *IDG Germany*

dit Erdos *IDG Hungary*
Nora Freedman *IDC*
Sascha Zäch *IDG Switzerland*
Nina Olsson *IDG Sweden*
Soon Yul Chang *IDC Korea*

6

Natalya Yezhkova *IDC*
Tanya Webber *IDC Australia*

5

Magdalena Szczodronska *IDG Poland*

4

Diego Via *IDC Brazil*
Nicola Morrison *Macworld U.K.*
Elizabeth Montalbano *IDG News Service*

3

Gábor Tököli *IDG Hungary*
Gergely Lukács *IDG Hungary*
Maria Arvetun *IDG Sweden*
Mikael Norberg *IDG Sweden*
John Harrison *CIO Executive Council*

2

Andrew Yang *GamePro Media*
Benjamin Woo *IDC*
Fabrício da Silveira *Now!Digital Business*
Margo Tiffen *IDG U.K.*
Kevin Wang *IDC China*
Sae Soon Quah *IDC Malaysia*

1

István Berényi *IDG Hungary*
Federico Agustin Correa *IDC Argentina*
Rainer Bachmaier *IDG Germany*
Fernando Hachul *Now!Digital Business*
Henrique Martin *Now!Digital Business*
Rosely Anacleto *Now!Digital Business*
Miroslaw Piatkowski *IDG Poland*
Luisa Fanti *Nuov@Periodici Italia*
Ridhi Sawhney *Center for Research & Consultancy/India*
Mira Perry *IDC Canada*
Huilin Shi *IDC Canada*
Patty Bu *IDC Canada*
Brian Carlson *CIO.com*

One on one

continued from page 3

a series of processes that create a score for a vendor, and, if they meet or exceed that score, then they have met the 'G.R.A.D.E'. Companies such as IBM, Dell, HP and GE Capital Services are household names that have been certified, as well as specific recycling companies such as Redemtech, Intechra, Converge, and TechTurn. We have created a competitive advantage for those vendors that have been certified and have proof that the G.R.A.D.E. has enabled them to win many deals. Second, we are evaluating how to globalize the process and perhaps in 2009 will have the first worldwide vendor certified. (For more on this program, see IDG World Update, Jan. 26, 2009.)

Q How does IDC share best practices about green-related IT research and events development amongst its global offices?

A Thankfully, Green IT has been a research topic that has driven a very high degree of international collaboration. The pool of experts share survey results, content for events and even speakers to add depth to agendas. Green IT has even created some national pride among the analyst community, and therefore many of them are happy to share best practices. Finally, Green IT touches almost every research area, and therefore our analysts feel that they are making an impact on the long-term sustainability of our industry, and they are very willing to work together.

Suggestions for columnists and questions for this feature may be sent to world_update@idg.com. WU

Writing Workshop

PC World Senior Copy Editor **Steven Gray** and his former colleague Barbara Lewis write "Troubles We've Seen," a grammar column on www.idgcentral.com. They look at various flawed sentences they've encountered recently and explain how they would correct (or sidestep) their problems.

Here's a recent excerpt from the series on Horrible Puns.

Sometimes puns really are found objects — coincidental double-entendres that the author merely stumbles upon. But in such instances it makes more sense to ask "Do I want to keep this?" than to blurt out "Look what I just found!"

Example: "This media player is an interesting entry into the fast-moving market for streaming digital media, and definitely something to watch (no pun intended)."

Whether the pun was intentional or not, it is scarcely more of a word play than calling streaming digital media a "fast-moving market"— so perhaps we should be grateful that the author didn't disavow both turns of phrase. A side issue: The wording "entry into" suggests a passageway rather than (as intended) a thing submitted; the proper wording here is "entry in."

Better: "This media player is an interesting entry in the quickly evolving category of streaming digital media hardware. We look forward to seeing where Afton Products goes from here." WU

off line for fun

No rain on this parade

JUSTIN KNIGHT

IDG Chairman ***Pat McGovern*** *(left) leads his class of 1959 during MIT's commencement ceremonies in Cambridge, Mass., on June 5. McGovern, who was chosen by the class president for the honors, graduated with a degree in biophysics.*

San Francisco employees recycle

IDG WORLD UPDATE

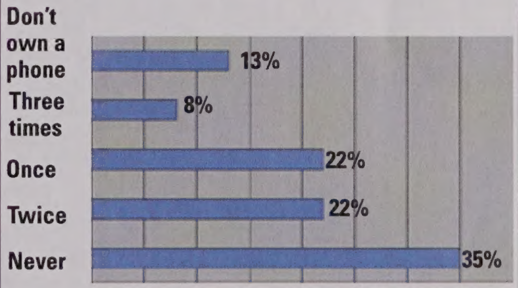
PC World Test Center Senior Data Analyst ***Tom Luong*** *(l) and IDG Central Services Facilities Coordinator* ***Peter Tripodi*** *contribute some printers and monitors for recycling.*

For the second straight year, the management of IDG's San Francisco office building hosted an E-waste recycling event on June 10. Employees were invited to bring in old or no-longer-used office or home computer components, stereo and TV equipment, office machines, cell phones, cabling and compact discs for recycling by Universal Waste Management.

According to IDG Central Services Facilities Coordinator **Peter Tripodi**, approximately 20 IDG employees contributed a half dozen servers and cathode-ray tube monitors, a dozen desktop systems, two old copiers and printers and two tote bags full of compact discs in under two hours.

Question of the Week results for June 8

How many times have you changed providers for your mobile phone service?



Log on to www.idgcentral.com to vote on this week's question: **Palm Pre or Apple iPhone. Which would you buy?**

Post your photo, skills, interests in the IDG Directory

New features have just been added to the IDG Directory on IDG Central (www.idgcentral.com). Go to the IDG Directory under the Employee Resources tab and search for your name. Click on it, and you'll get linked to a new page where you can post your photo and include info on your job responsibilities, IDG jobs you've held, software/technologies you work with, skills to share, projects and hobbies/interests. If your name is not in the directory, send your name, title and business unit to victoria_shoemaker@idg.com. Send other questions to idgcentral@idg.com.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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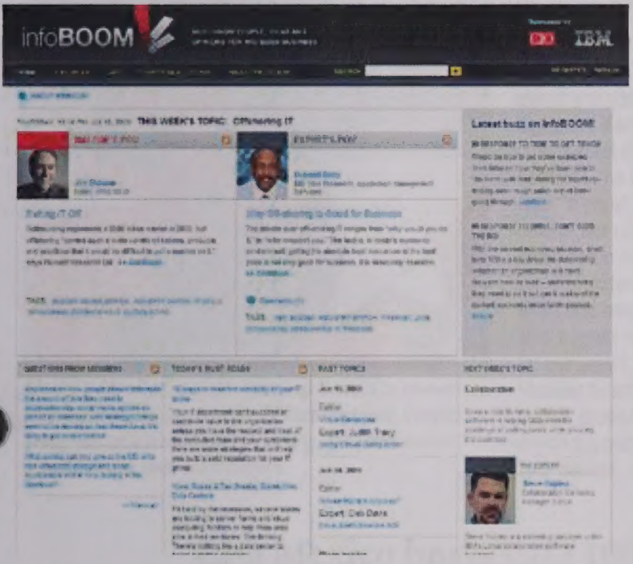
WWW.IDGCENTRAL.COM

IDG partners with IBM for social media marketing program

infoBOOM! reflects collaboration among Corporate Sales, OPG, CIO and IBM



IBM is currently committed to the infoBOOM marketing program through December 2009. Visit the site at www.theinfoboom.com.

IDG Corporate Sales this month rolled out its most ambitious social media marketing program ever and hopes that its blue chip client will help validate IDG's position as a leader in this arena. The centerpiece of the program, a Web site called infoBOOM!, is a collaboration between Corporate Sales, the Online Publishing Group (OPG), CIO and IBM that aims to harness the power of conversational marketing while bringing news and insights specifically written for CIOs of medium-size businesses.

Spearheaded by **Ekapat Chareonlarp**, director, program development at IDG Corporate Sales, infoBOOM! grew from a fairly modest request for proposal (RFP) from IBM's social media agency Digitas, which was seeking a content/media partner for its client. The proposal for a turnkey solution for IBM incorporated the full management of the content development, technology platform and community interaction that went far beyond what the RFP specified. Competing against more than 15 proposals from larger media companies like Yahoo! and other new sites, "we proudly and successfully won the program at three times the original budget," Chareonlarp said.

IBM is embracing the social media arena in a much more meaningful way these days, Chareonlarp said, "and it quickly realized it needed to provide a social/conversational platform for its customers that is less sales-oriented and more vendor neutral in order to be part of the conversation." IBM's objective with infoBOOM! is to spot sales opportunities by monitoring those conversations among prospects and customers and quickly pass the most qualified prospects to the sales department.

The program leverages various existing IDG resources

continued on page 4

MW guide helps users navigate thousands of iPhone apps

Anyone looking for the best iPhone applications at Apple's iTunes App Store is likely to find searching through the thousands of apps an exercise in frustration. Greatly lessening the challenge is Macworld's App Guide site (www.appguide.com), launched on June 5.

"Our goal," said PC World/Macworld VP, Editorial Director **Jason Snell**, "was to create a site that makes it easier for users to find good apps by combining our 500-plus editorial reviews with detailed user reviews, aggregated editorial reviews from other sites and better categorization and tagging than Apple offers on iTunes. That way our audience can find the best apps much faster."

The App Guide currently offers 50,991 iPhone apps for purchase. For the new App Guide, Snell said Macworld brought in the entire iTunes app feed, "so if the app is in iTunes it's in our App Guide." Macworld.com originally offered a much smaller version called the Application Guide, which only included apps reviewed by Macworld editors.

*PC World/Macworld Ad Coordinator **Paul Moretti** (right) signs in a guest at the App Guide launch party at the Apple Worldwide Developers' Conference in San Francisco on June 10. More than 450 show attendees and developers enjoyed food and drinks and a chance to check out the site, as well as took their chances on a sweepstakes.*

continued on page 5

Inside this issue

CW Denmark race attracts more than 1,000 entrants from the IT community *page 2*

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F2F: IDG Denmark's Lars Jacobsen *page 8*

in brief newsworthy

CW Denmark race attracts more than 1,000 entrants from the IT community

The economy may be stagnant these days, but Computerworld Denmark found a way to get more than 1,000 members of the local IT community up and running earlier this month. The first annual Computerworld Race brought together CW staff, readers, advertisers, event attendees and others connected to the brand for a 2.5-kilometer relay race in Denmark's Ballerup Valley, an area known for its high concentration of IT companies. And, with a sponsor that paid EUR 40,000 (US$56,000), and 254 teams that paid EUR 65 ($90) each to enter, the race brought in a nice profit as well.

***Maibritt Moeller** said she is looking forward to an even bigger and better Computerworld Race next year. Despite being held on a rainy Tuesday evening, this year's event attracted more than 1,000 runners.*

Organized by **Maibritt Moeller**, event and conference manager, and **Karsten Bundgaard**, commercial director (both avid runners), the Computerworld Run was "a great way to bring members of our community together, make some money and connect the Computerworld name with a fun and healthy event. It was also a great way to gain visibility for our brand," Moeller said. Moeller hired a local sporting events producer, Events4u.com, which supplied race numbers and batons, provided the timing equipment, set the route, worked with the local police and so on.

*LarsMonrad Gylling, managing director of race sponsor KMD, addresses the crowd while IDG Denmark Managing Director **Soren Queitsch** looks on.*

Runners entered the race in teams of four. "We decided to do a relay because it is a more social kind of race and with a course of just 2.5 kilometers, almost everyone could participate," Moeller said. The entry fee covered t-shirts for each runner, which featured the Computerworld Race logo as well as that of the sponsor, fruit and water at the event. Marketing for the race, which was carried out through IDG Denmark media, began in December 2008. "We were hoping for 1,000 runners," said Moeller, "but you never know with a first-time event, so we would have been happy with 500. So we see this as a major success with over 1,000."

The sponsor, KMD, was given an opportunity to address the runners prior to the beginning of the race and also had its logo on the start and finish banners and all marketing material related to the race. In addition, the company received a full-page ad in Computerworld, a banner on the food tent and a flyer in the envelope containing the race numbers sent to each runner prior to the race.

The race, Computerworld's first venture into producing a sporting event, was so successful that next year's race date — June 8, 2010 — has already been set. Next year Moeller said they hope to bring in even more revenue by signing up sponsors for the t-shirts and the water bottles provided to runners.

"It was so much fun to plan and execute this race," Moeller said. "There are a lot of logistical elements to consider, but anyone interested in learning more about how to put together a similar race is welcome to contact me!"

Maibritt Moeller can be reached at m.moller@idg.dk.

CIO Mexico hosts CIO 100 Awards

The growing importance of the CIO 100 awards event to the Mexican market was abundantly clear this year, as sponsorship and attendance both reached new levels. Those achievements are admirable anytime, but they are especially notable given that the country's business environment was in turmoil earlier this year, with restaurants, events and companies in Mexico City shut down due to the H1N1 virus three weeks before the June 4 event.

*CIO Mexico Editor **Claudia Mercado** congratulates the award winners.*

For the fourth consecutive year, CIO Mexico held a gala dinner at the Interactive Economy Museum to honor 100 exceptional CIOs whose management of IT played a critical role in the success of their companies. The more than 200 attendees included 83 of the CIO winners and their guests, high-level representatives of the five sponsors (Oracle, CA, Accelerate Systems, Progress and Nortel), special guests and CIO Mexico staff.

The process to select the winners began with a call for nominations on cio.com.mx and iworld.com.mx where applicants filled out a questionnaire about their IT-related projects. CIO Mexico editorial staff then narrowed the nominations to the best potential projects primarily from large companies or, more rarely, medium-size companies with enterprise-wide systems, and interviewed each CIO for more details. The in-house editorial team, CIO Mexico Publisher **Ricardo Castro** and external editors determined the final 100 awardees.

The Best 100 CIO awards were given in four categories: IT Leaders, Best Alignment with Business, Best Use of IT and IT Creativity.

Write to Ricardo Castro at ricastro@iworld.com.mx.

Cutitta addresses ABM meeting

Cutitta

Frank Cutitta, general manager of IDG Connect, delivered the closing keynote address at this month's regional ABM meeting in Boston. He discussed the need for marketers to increase the intensity of customers' engagements through high-quality traditional content integrated with creative social media strategies. He also discussed a new challenge for database marketers called "narcissistic media" in which social network-related e-mail (new Facebook friends and new Twitter followers) causes users to be distracted from less narcissistic commercial mail (white paper and webcast offerings). He also talked about user-generated circulation, whereby publishers must depend on the subscribers to circulate content via Facebook and re-tweets as much as they depend on traditional circulation methods via the Web, e-mail and the post office.

one on one the interview

Roberto Masiero
The president of DC International is this week's columnist. His responsibilities include driving the organization of IDC worldwide conferences and Go-to-Market services, extending the Insights business outside the U.S., and expanding IDC's government relations in the international market. Reach him at rmasiero@idc.com.

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For fact sheets, brochure, international examples go to www.idc.com/research/IT4BG/index.jsp.

Q What is IT for Better Government?

A IT for Better Government is a major global integrated offering that features the best resources of IDC Government Insights to help governments improve the efficiency of their organizations and the quality of the services that they are providing to their citizens.

Q Specifically, how is this program "global" and "integrated"?

A Both our approach and our scope are global. Leveraging our regional government experts, who are collaborating in a single worldwide program with solid contributions from all regions, and our conference, consulting and Go-to-Market Services (GMS) teams worldwide, our initiative is tailored to global governments. In fact, with the advent of globalization in so many aspects of life, governments tend to face similar problems, and we believe unprecedented global issues and challenges must be dealt with through a truly global view and approach.

"Integrated" refers to the combination of both our IDC Government Insights research and analysis expertise — irrespective of where employees are located — and of all the links of IDC's government services value chain: from research to consulting to Go-to-Market Services to events. In order to make this new approach operational we established a new IDC Government Council made up of 15 IDC Government Insights managers from the U.S., Canada, Western Europe, Asia/Pacific, Central and Eastern Europe and the Middle East, and Latin America. Their objective is to establish IDC Government Insights as the leading worldwide IT Government Advisory Services provider in the next three years.

Q How does this initiative better position IDC in the government market?

A We have launched the first truly global research in the area of "IT for Better Government: International Best Practices." None of our competitors can provide this wealth of information, combining insights on the most innovative technologies and on the most successful services and solutions. Our innovative consulting methodologies are enabling governments from very different regions — from the U.S. to China to the European Union to Mexico to Saudi Arabia and elsewhere — to use IT for improving the quality of life of their citizens and to strive for global competitiveness. The know-how that we have developed is invaluable for those ICT vendors that need to sharpen their offerings and make them more compelling in what has become the biggest potential market in the world, even in the wake of the recent financial meltdown and the present economic crisis.

Q Why is this a good time to launch this initiative?

A All over the world governments are pouring trillion of dollars into stimulus packages in order to revive internal demand. Most of these investments go into digital infrastructures and services to improve citizens' quality of life and boost the country's competitiveness in the world market, favor the diffusion of low-carbon emission, environmentally sustainable technologies and overcome the digital divide. All this can be done through massive investment in ICT and digital technologies. eGovernment services are changing the world from the age of mass services (health care, welfare, education) to a new era of citizen-centric services. Web 2.0 opens up the new concept of the digital citizenship, based on a fully transparent, interactive, two-way relationship between a government and its citizens. After President Obama's victory, the politicians of the world finally understand that their ability to use IT and related services effectively can help them win elections. That's why, even in these times of crisis, the government market keeps growing so nicely.

Q How can information technology help governments achieve better efficiencies?

A Information technology is the key enabling factor for innovation in government. First of all, in order to provide the new quality of services that citizens require, governments and public administrations need to overcome the internal barriers posed by bureaucracy and the fragmentation and lack of communication and collaboration among the various parts of an administration. The growing pressure of the citizens, however, favors the emergence of a number of agents of change, forcing internal collaboration and integration to provide better services. In this case the name of the game is sharing: sharing IT infrastructures, data information, solutions and processes, cutting across different vertical silos through innovative dynamic IT architectures. This opens up an incredible market to the ICT vendors that are smart enough to understand this opportunity.

Q Can you provide a few examples of IT for Better Government: International Best Practices?

A How did the Singapore government build the Intelligent Nation through 24 years of continuous, consistent, integrated ICT investments? How do the shared

continued on page 7

Many hands

infoBOOM represents a "completely new frontier for all of us," said **Ekapat Chareonlarp**, director, program development IDG Corporate Sales. Many people across CXO Media, the IDG Online Publishing Group and IDG Corporate Sales brought this complex partnership program to life, he noted. **Mike Friedenberg**, CEO IDG Enterprise, assisted with the LinkedIn partnership; CXO Media SVP, Group Publisher **Bob Melk**, Sr. Director Marketing Communications **Sue Yanovich** and Marketing Manager **Susan Murray** helped with the integration of CIO Forum on LinkedIn and Facebook. OPG Director Systems Development **Tom Kroon** and Software Engineer **Baldwin Louie** helped with the Drupal programming and Web infrastructure. OPG CTO **Ray Anderson**, Executive Producer **Matt Goebel**, and CXO Media Online Editorial Director **Brian Carlson**, helped with the program widget. VP IDG Corporate Sales Program Development **Charles Lee** and CXO Media VP Online Sales **Brian Glynn** worked closely with Chareonlarp from the program's inception. CXO Media's **Danielle Tetreault**, manager online account services; and **Tara Shea**, online account services specialist, assisted with promotion. **Pam Stenson**, SVP, general manager, and **Rick Pastore**, managing director, content development, at the CIO Executive Council encouraged participation from CEC members. **Jim Malone**, sr. editorial director in CIO's Custom Publishing group serves as InfoBOOM program editor, and **Morris Barrett**, director, integrated project management at Corporate Sales managed to "flawlessly execute" the program launch one month ahead of schedule. OPG Web Producers **Colin Lauver**, **Joe Nguyen**, **Valerie Galluzzo**, **Brandon Brown** and Sr. Online Graphic Designer **Zach Sullivan** and Sr. Web Designer **Dawn Petersen** burned the midnight oil and worked weekends on Phase 1b. And without Corporate Account Director **Kate Zinn**, who headed up the sales efforts, "this program wouldn't have come to fruition," Chareonlarp said.

infoBOOM!

continued from page 1

including The Industry Standard's social web infrastructure, CIO's partnership with LinkedIn and editorial outreach into the social media space via Facebook and Twitter. The social media program relies on the content and the ability to deeply engage users in conversations that are beneficial to them.

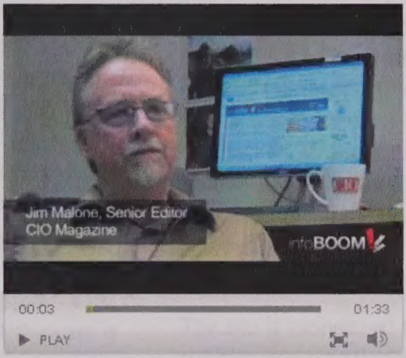
infoBOOM! will do that in three ways:

- Briefings from the editor. **Jim Malone**, senior editorial director in CIO's Custom Publishing group and infoBOOM! program editor, will be writing weekly opinion pieces that discuss the trends in the industry that are of importance to CIOs at medium-size businesses. Members of the CIO Executive Council will contribute content starting sometime next month.

- Provide access to IBM subject matter experts. Users will have exclusive access to experts in fields such as application management, outsourcing and virtualization who will share best practices, knowledge and experience, as well. These experts will be available on the site's discussion boards so users can pose questions and get answers.

- Facilitate connections with CIO peers. The interaction will occur through the discussion boards.

Acknowledging that conversations take place everywhere on the Web and that it's hard to keep them only within the program site, infoBOOM! will integrate Facebook, LinkedIn and Twitter in two distinct ways. First, users will be able to use these services' API (application program interface) such as Facebook Connect, to skip the registration process on infoBOOM!. Second, infoBOOM! pages on Facebook and LinkedIn will encourage conversations about the weekly topics explored on infoBOOM! and those conversations will be migrated back to the site for viewing there as well. A fully automated Twitter page will deliver tweets about the program every time something new is added.



***Jim Malone**, senior editorial director in CIO's Custom Publishing group, is serving as the infoBOOM program editor.*

"In two months, infoBOOM! went from a concept to a live Web site due to the long and hard work of a team of more than two dozen colleagues," said **Matthew Yorke**, senior vice president, Corporate Sales and Marketing, IDG Communications. "This program is an important addition to IDG Amplify social advertising services announced last month."

In today's tough advertising market, one of the only areas of growth is social media marketing initiatives, noted **Kate Zinn**, corporate account director, IDG Corporate Sales. "Many of the top accounts now have social media teams in place, and over the past few months we have been working to develop a social media strategy and portfolio. Now we have a great case study with this program that brings that strategy to life. It is our hope that once other vendors see what IBM is doing with this program, they will want to follow," Zinn said. "infoBOOM! will help us open doors that we could not get into six months ago, and it will allow us to capture new budgets," she said.

The program is currently scheduled to run from June to December but negotiations are currently under way to extend the program through 2010.

For more information, visit www.theinfoboom.com or contact Ekapat Chareonlarp at ekapat_chareonlarp@idg.com.

Coming up

IT Outsourcing Summit
An IDC Argentina event
July 2
Buenos Aires, Argentina
www.idc.com

Technology Summit
Optimizing Responsiveness through Complex Event Processing
An InfoWorld event
July 21
Cambridge, Mass.
www.infoworld.com

New Zealand CIO Summit
An IDC New Zealand event
July 21-22
Hyatt Hotel
Auckland

CIO Summit
An IDC Australia/IDG Australia event
July 23
The Westin Hotel
Sydney

Next Generation Data Center
Aug. 12-13
Moscone Center
San Francisco
www.ngdcexpo.com

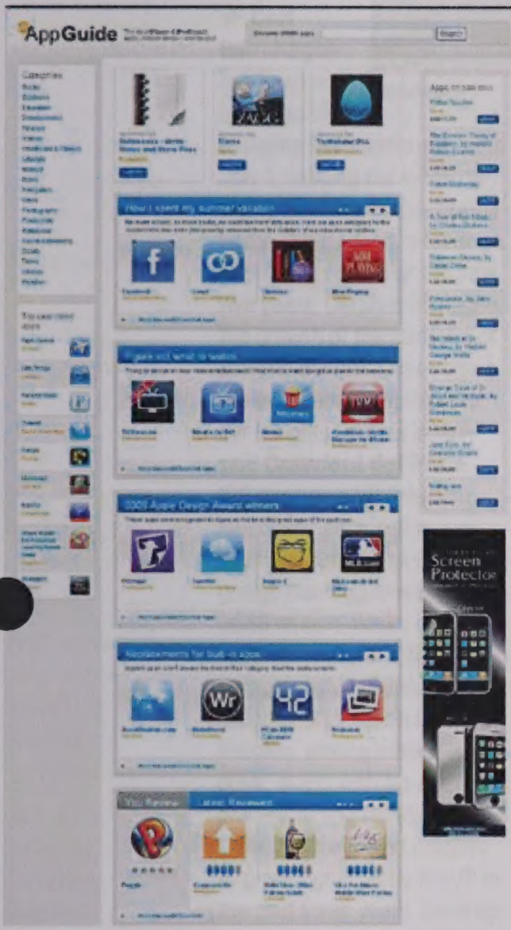
OpenSource World
Aug. 12-13
Moscone Center
San Francisco
www.opensourceworld.com

CloudWorld
Aug. 12-13
Moscone Center
San Francisco

App Guide

continued from page 1

Macworld also expanded the Application Guide's search capabilities. Users can search by category (i.e., Games), drill-down filtering (Puzzle Games Under $1) or by typing the name of the app or genre of the app into the search box. On the resulting pages users can sort by price (up or down), alphabetically, top user-rated, top edit-rated, new and recently updated. On the individual app-detail pages users can continue searching based on a Similar Apps tab that queries the database and displays a list of apps similar to what the user is looking at.



The App Guide is monetized through sponsored app opportunities and traditional ad units.

One of the main problems app seekers have with iTunes is trying to figure out which of the hundreds of, say, weather apps is the best for them. To solve this problem, the App Guide's sort and filter pages display both the editorial and user ratings in the listing. It goes one step further and allows users to select multiple apps to compare so they can see a side-by-side look at similar apps to decide which one suits them.

The new App Guide was a true team effort, according to **Alisha Billingsley**, PC World/Macworld business development coordinator and App Guide project manager. "We did have the much smaller Application Guide, but we decided we really wanted to leverage our editorial and audience to create a true alternative to the cumbersome searching for an app on iTunes. Users are looking for advice they can trust, and they trust Macworld editorial. It's the perfect synergy between a want and something we can provide."

The revamped site took about two months to "get it to a place where we felt comfortable releasing the beta version at the beginning of June," Billingsley said. "We made the big announcement at the Apple Worldwide Developers Conference in San Francisco a week later and are continuing to roll out enhancements based on our project plan and user feedback.

Among the PC World/Macworld staff behind the site were CTO **Aaron Jones**, Application Developer **Paul Hinks**, User Interface Senior Designer **Johnathan Andersen**, Web Design Director **Jason Brightman**, IT and Web Operations Senior Director **Sean Greathouse**, Business Development VP **Ulla McGee**, Business and Program Development Director **Brian Buizer** and Ad Operations Director **Kevin Barden**.

"The App Guide fits perfectly into our product capsule strategy and uses the same database approach and concept we use for our product capsules on PC World," said **Stephan Scherzer**, executive VP and general manager, PC World and Macworld. "The App Guide is a great cross-brand project, one that will connect PC World and Macworld much more to the mobile-driven audience and open up new business opportunities for sales, events, Super Guides, as well as possible expansion to other platforms like Blackberry, Palm or Android."

The site is monetized through sponsored app opportunities and traditional ad units, as well as a deal with iTunes through which PCWorld/Macworld gets 5% of each sale made on the site (apps cost anywhere from 99 cents to $100).

The App Guide is part of a drop-down iPhone menu on the Macworld home page navigation bar, as well as being featured with a prominent clickable module on the home page. "We have created a Twitter account, posted it on our Facebook page and announced it in all the Macworld newsletters," Billingsley said. "Right now we have almost two million page views on iPhone and iPhone app-related content. The App Guide will grow this number significantly."

PCWorld.com will run the AppGuide with a PC World skin beginning next month. The two sites will function in tandem and offer the same user experience, reviews, editorial and ads. The only difference will be that instead of the mice ratings Macworld uses, PC World will use stars.

For more information contact Alisha Billingsley at alisha_billingsley@pcworld.com.

App Guide: three views

The App Guide consists largely of three page types: the homepage, the sort and filter pages and the app detail pages.

"We wanted to provide quality editorial on the homepage," said **Alisha Billingsley**, App Guide project manager. "The sort and filter pages allow for many different ways of searching the app database to find exactly what you are looking for, and the app detail pages pull in the specifics on that app (version number, developer, description, screen shots, edit reviews, user and critic reviews). We also have buttons to review the app and, of course, buy the app that links back to the iTunes app store."

noteworthy people

Promotions

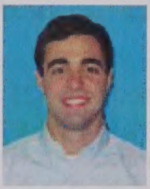
Isernhagen

IDC Asia/Pacific Industry Insights VP **Cort Isernhagen** has been promoted to VP, **Insights International**, as of July 1, leading the whole Insights business in the International Region, with a focus on EMEA and A/P. "For the past two years, Cort has managed the growth of the portfolio of Insights business, leveraging the excellent capabilities of our Insights leaders in A/P," said **Crawford del Prete**, IDC executive VP. "He also launched new Insights practices and runs the A/P Access group, reaching revenues of US$8 million, which includes Financial Insights, Manufacturing Insights, Government Insights, and Health Industry Insights, among others. His drive, along with his entrepreneurial and collaborative skills, have allowed Insights to grow significantly in A/P in the past three years. Leveraging skills and resources from within the Insights, Sales, Integrated Marketing Programs and Consulting teams, he has helped in developing a number of successful solutions-driven campaigns that transcend above singular product lines and geography." Isernhagen will relocate from Singapore to London in the new fiscal year. *cisernhagen@idc.com*

New employees

Priyanka Banerjee has been hired by **IDG Connect** as a Web architecture intern. A recent graduate of Boston's Northeastern University with an M.S. in computer science, she previously worked for Nonprofitbuzz as a Web and media associate. In her free time she enjoys reading, painting, sports and camping. *priyanka_banerjee@idgconnect.com*

Banerjee


PETER SHORT

Potterson

Kevin Potterson joins IDC Framingham's **Financial Insights** group as an intern, assisting in compiling the FinTech 100 rankings. He is currently working toward a B.A. in economics and mathematics at Claremont McKenna College in Claremont, Calif. An avid runner, he competes on his school's cross country and track teams. *kpotterton@idc.com*

IDG WORLD UPDATE

Flick

PC World has hired **Kyle Flick** as a research analyst. Previously an assistant media planner with Zenith Optimedia, he holds a B.A. in political science from the University of California/Davis. Away from his desk he enjoys cycling, skiing and golf. *kyle_flick @pcworld.com*

New at **IDG Connect** is **Pranav Bhat**, an intern working on database architecture, mining and analytics. He holds a B.S. in information technology from India's Mumbai University and is currently working toward an M.S. in computer science from Boston's Northeastern University. Outside the office he enjoys movies and reading fiction. *pranav_baht@idgconnect.com*

Returning employees

PETER SHORT

Hanson

IDC Framingham has hired **Andrew Hanson** as a research analyst with the U.S. Quarterly PC Tracker and Personal Computing Programs. He previously worked for IDC's Security Products team as an associate research analyst covering network and endpoint security. Between IDC stints he did community outreach for the Alliance for Climate Education and taught SAT classroom courses for Kaplan. A graduate of Connecticut College in New London, Conn., he holds a B.A. in international relations with a minor in economics and religious studies. In his free time he enjoys hiking, fly fishing, camping and hockey. *ahanson@idc.com*

LYNN HOLMLUND

Hunt

Previously an account executive with Network World, **Dan Hunt** returns to IDG as program manager with the **CIO Executive Council**. He earned a B.A. in journalism from the University of Massachusetts/Amherst and enjoys jogging, golf and playing lacrosse. *dhunt@cio.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Help compile the IDG Training Summer Reading List

Last year, via her blog on IDG Central, IDG Training and Development Director **Laurie Butson** created the first IDG Training and Development Summer Reading List. Employees' suggestions are welcome for Round 2. Here's an excerpt from her recent post:

"There are more and more business-related books out there every day. Lots are good, but lots are not. Your time is limited, so where do you start and what do you choose? We all know we rely on and trust the recommendations of our peers, so the goal of the Summer Reading List is to try to capture some of the top business-related book suggestions from fellow IDGers.

What have you read lately that was really good? What have you heard good things about and are planning to read? Anything business-related goes — management and leadership books, books regarding our business or industry, professional development books, life balance books, etc. And, keep in mind, it doesn't necessary have to just be new books. Oldies but goodies, count, too. If there's a book that has stood with you over time, and you really think colleagues ought to read, add it to the list!

We'll publish the 2009 Summer Reading List here on the IDG Training Blog in early July so you have some good business beach picks for the summer."

Post suggestions on www.idgcentral.com, http://twitter.com/IDG-Training, or write to laurie_butson@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25

Richard Buroni *Computerworld*

23

Pim Bilderbeek *IDC Benelux*

20

Andrew Sambrook
IDG List Services

14

Simon Jary *IDG U.K.*

13

Peter Tripodi
PC World/Central Services

12

Alana Dros *IDG*

11

Robert Rawson *Computerworld*
Lance Castonguay *IDG*

[illegible]0

Joanne Tilson
IDG Global Solutions EMEA
Diana Turco *IDG*
Lijun Lin
IDG Online Publishing Group

9

Eri Meyer *IDC*
Dana Basilone *IDC*
Kathy Sin *IDC Hong Kong*
Valerie Soh *IDC Singapore*

8

Eliza Wee *PC World*

7

Marcus Wilkinson
Macworld U.K.

6

Aaron Jones *PC World*

5

Robert Fleming *IDC*
Rod Hills *IDC U.K.*
Donna Burch *IDC Canada*

4

Michael Rose *IDC*
Ae-Lee Kim *IDC Korea*
William Roche *CXO Media*
Christopher Lynch *CXO Media*

3

Angelique Evans
PC World/Central Services
Erika Garcia *IDC Mexico*
Stacy Buchanan
Computerworld
David Best *CXO Media*
Shaun Callaghan
IDG Online Publishing Group

2

Milena Nemec Poncik
ITNews Info
Christopher Parisi
GamePro Media
Donna Geary
IDG Global Solutions EMEA
Tomas Watz *IDG Sweden*
Johan Blom *IDG Sweden*
Su Im Roh *IDC Korea*
Esther Gan *IDC Malaysia*
Olga Rybak *IDG*

1

Paul Calvo *IDC*
Catherine Madden *IDC*
Ilham Samudera
IDC Singapore
Gail Fogel
IDG Online Publishing Group
Sarah Moon *InfoWorld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

Classified ad: San Francisco apartment

North Beach apartment is available for short-term rental Aug. 8 - 21, 2009. Two bedrooms plus office on Washington Square. Within walking distance of everything. Perfect if for anyone planning a business or vacation visit. Contact **Robert McMillan** at robert_mcmillan@idg.com.

See more ads or post your own on www.idgcentral.com.

One on one

continued from page 3

services centers work in the U.K. and in Canada? What new opportunities can U.S. and Western European enterprises find in offshoring services provided by the 20 offshoring districts certified and financed by the Chinese government? What are the best international Smart City experiences? Why and how did Bourgogne in France develop what may be the most effective procurement system in the world? How is President Obama's Innnovation and Technology Strategy being implemented? All these questions, and many others, are answered in our research advisory service.

Q What response did you get from the live June 16 webcast announcing IT for Better Government?

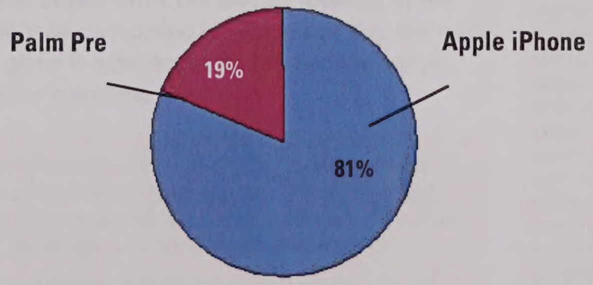
Q We had more than 100 participants call in at 9:00 a.m. U.S. EST, both from governments and ICT vendors serving them. They represented all parts of the world; many of them had to connect in the middle of the night. This means we got to touch that pain point that "keeps CIOs up in the night." Our session was very interactive, both in terms of speakers — we had six IDC experts on the line from all regions — and participants, who asked lots of questions about hot topics. The webcast is now available on demand at http://tinyurl.com/m88tta.

Q Do you plan to involve IDG offices in this initiative, especially in terms of conferences and events?

Q Yes. We are prepared to join forces to add IDC Insights content to IDG's organizational strengths and readership. Look, for instance, at what IDG and IDC might be able do together for next year's big EXPO 2010 in Shanghai, whose theme is "Better City, Better Life." We have started to explore how we might collaborate following the success of IDC's involvement in the first Eco-City Congress in Shanghai last month. If we are able to develop a joint approach to the government area starting with the emerging markets, where business opportunities are virtually unlimited, we will definitely create a winning team. WU

Question of the Week results for June 15

Apple iPhone or Palm Pre? Which would you buy?



Log on to www.idgcentral.com to vote on this week's question:
How many days do you work from home?

f2f profile

Name
Lars Jacobsen

Home
Copenhagen, Denmark

Tenure
I joined in 2006 as a technical editor and took over as editor-in-chief some months later.

Current title
Editor-in-chief of Pcworld.dk and Eksperten.dk

Primary job responsibilities
I manage the PC World and Eksperten brands in Denmark. That means building relations with the industry, looking for new revenue streams, supervising internal and external staff.

Three things I do in a day's work
Maintaining our close relations to the industry, keeping myself informed on new products and technologies — and writing articles for pcworld.dk.

What I love most about my job
Working with dedicated people while not just informing but educating our readers about technology. Consumer-oriented IT and consumer economics press contains lots of rumors, chatter and PR buzz, so for me and the pcworld.dk team it is extremely satisfying to be able to create usable and tangible content that sets us apart from the superficial coverage in most Danish Web sites, magazines and newspapers.

Latest accomplishment
Having Eksperten.dk nominated for the Association of the Danish Specialized Press's digital prize for creating new content and interactivity in an online media. And setting another new record in the amount of unique users on pcworld.dk in March 2009.

Biggest challenge
In the current economy it is maintaining quality and readers while reducing cost. Pcworld.dk and Eksperten.dk is run by an editorial staff of just three so we have to keep ahead by learning from the market and our readers — and by creating quality and being innovative. In the longer run, my challenge is to create new sources of income and reduce our dependence on banners as the main revenue source.

***Lars Jacobsen** has spearheaded the effort to make PCworld.dk the largest consumer-oriented Web site in Denmark — with an editorial staff of just three.*

Career highlight
Transforming the PC World brand from a declining IT-magazine — one among many others — to the largest IT and consumer electronics Web site in Denmark.

What I'm doing to be a better employee
I stay close to my readers, the industry and try to learn something new every day.

Outside interests
You can't have a job like mine where you are continuously exposed to new technology without some of it rubbing off on you. With me it's cameras. So I tend to drag 10 kilos of camera-equipment with me everywhere I go on holiday.

What others can't tell just by looking at me
I might be surrounded by gadgets by day, but leave me alone in a bookstore and I'll raid the history section in no time.

Professional association resources

IDG is a corporate member of a variety of media-related organizations, and, as a result, employees are entitled to member access to exclusive content on the organizations' sites and can take advantage of opportunities to get involved with the groups' activities. Employees may join committees and take part in educational programs and conferences.

Among the organizations: the American Management Association (www.amanet.org), Interactive Advertising Bureau (www.iab.net), and the Massachusetts Innovation and Technology Exchange (MITX) (www.mitx.org).

For more details go to the Employee Resources tab on www.idgcentral.com and look for Professional Membership Organizations.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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Cinzia Rinelli *IDC*
Howard Sholkin *IDG Communications*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, E for All, Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://

IDG **World**Update

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WWW.IDGCENTRAL.COM

E3 = Exciting, Entertaining Expo for games community

More than 41,000 people attend IDG World Expo-produced event in L.A.

Thank You For Attending!
See You Next Year.
One Time. One Place. One Event.

Crowds rush in to see a host of gaming demonstrations and celebrities at E3 Expo.

After two editions of a smaller-scale E3 Media and Business Summit, the fanfare was back at the Electronic Entertainment Expo (E3 Expo), the video game industry's premiere trade event, held June 2-4 in Los Angeles.

Owned by the Entertainment Software Association (ESA) and produced by IDG World Expo, the revamped event reflected the energy and excitement that goes with the game community's top new products. By all accounts, the new formula was a hit with attendees.

"The E3 Expo has returned as the premiere annual destination for the global games industry," said Graham Hopper, executive VP and general manager of Disney Interactive Studios. "The excitement the show generates and the ability for us to showcase our portfolio to a worldwide media, retail and consumer audience is an important business driver."

More than 41,000 attendees from 78 countries attended E3 Expo, where there were more than 200 computer, technology and video game publishers and developers on the show floor. E3 Expo is open to all credentialed international and U.S.-based media, industry analysts, retailers, developers and business partners. As a trade event, E3 Expo is not open to the general public, and there were also no conference tracks.

Michael Gallagher, ESA president and CEO, gave a State of the Industry keynote on the show's opening day. Among the show's highlights were Steven Spielberg introducing a prototype camera that can be used as a controller for Microsoft's Xbox360, tracking players' body movements while responding to commands, directions and a change of emotion in voice.

Surviving Beatles Paul McCartney and Ringo Starr along with Yoko Ono presented a demonstration of "The Beatles: Rock Band" that lets players relive the band's career, while rappers Eminem and Jay-Z were

continued on page 5

IDG Denmark newsletter effort augments leads database

Thanks to an aggressive newsletter campaign aimed at increasing the number of permission-based e-mailable names in its database, IDG Denmark has added more than 5,000 names — or close to 5% of the Danish IT workforce — in just three weeks.

"Normally we get about 500 new newsletter subscribers a month," said **Jacob Villum**, head of online development at IDG Denmark. "So we are quite happy with the results of this campaign so far."

Last November the company began requiring that everyone who signed up for one or more of Computerworld Denmark's four newsletters also agree to receive a marketing "Service Mail" e-mail up to four times a month. The Service Mail is an advertising vehicle used by IDG Denmark to promote white papers, upcoming events, etc. to Computerworld readers. "We were somewhat afraid that we would see a decline in the number of users signing up for newsletters because of this new requirement," Villum said, but happily, they did not.

Villum

At the time subscribers were only required to provide an e-mail address in order to receive the newsletter package, which included both the newsletter and the Service Mail. However, Villum said they wanted to be able to send more targeted Service Mails and so they began to require names and job titles and, optionally, business card information and areas of interest.

Then, on May 20, Villum launched an all-out effort to boost the number of e-mailable leads in the database. The campaign includes a full-page banner ad promoting the four newsletters that opens on whatever Computerworld.dk page a user enters the site on. Placing a cookie on the user's computer ensures that the user only is exposed to the ad once.

In addition, anyone signing up for a newsletter is automatically entered into a contest to win a notebook

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Inside this issue

IDG Denmark, IDC Nordic team up for CIO event *page 2*

IDG Sweden forges subscription partnership with electronics retailer *page 2*

One on one: IDGNS' Nick Barber on World Tech Update, video tips *page 3*

To what extent has the blogosphere forced changes in traditional news organizations? *page 4*

Cartoon caption contest winners *page 8*

in brief

IDG Nordic, IDC Denmark team up for highly regarded CIO event

CW Denmark Editor-in-chief ***Jan Horsager*** *(left) and IDC Nordic Managing Director and Group VP/IDC EMEA* ***Per Andersen*** *(right) congratulate CIO of the Year Michael Hansen.*

When it comes to collaborating on the CIO of the Year conference and awards ceremony, IDG Denmark and IDC Nordic have a reliable system in place, and the only variation is that the four-year-old event tallies more attendees, sponsors and profits each time. Moreover, it has served as an effective vehicle for generating leads and selling the companies' different products.

The 2009 edition drew more than 150 Danish CIOs for a day-long conference, which focused on the role of CIOs during times of financial crisis, and an evening awards dinner in Copenhagen. As in the past IDC was primarily responsible for the agenda, with IDC Nordic Managing Director and Group VP/IDC EMEA **Per Andersen** delivering the keynote address. IDG chaired the conference and managed logistics, delegate contacts and online services; CW Denmark Editor-in-chief **Jan Horsager** hosted a panel discussion with the five CIO of the Year finalists. The two companies split marketing and sponsor support.

Joining longtime major sponsor SAS Institute were Nordic companies Efecte, NetDesign and Redpill Linpro.

Nominations for CIO of the Year are evaluated by a panel of judges that include Andersen, Horsager, three corporate executives, an IT spokesman and a member of Parliament. Key criteria are outstanding strategic management, IT management and leadership.

For the first time, the winner was not from a private sector company. Michael Hansen, CIO for the public health care organization for the Danish region Sjealland, received the top honor. "Although we had four other nominees from globally known Danish companies, Hansen's proven results of developing and managing IT in the very important public health care sector were second to none," Horsager said. "Since the CIO of the Year award is so well-known in Denmark, this topic is setting a very important agenda for IT discussions in Denmark."

Write to pandersen@idc.com or j.horsager@idg.dk.

Business, management book titles needed

What great business or career growth books have you read lately? Share your top suggestions with IDG Training and Development Director **Laurie Butson**, who is compiling the second annual Summer Reading List, soon to be shared via the IDG Training Blog on www.idgcentral.com. Anything business-related goes — management and leadership, books regarding the media/research/events industries, life balance, etc. Write to laurie_butson@idg.com.

IDG Sweden forges subscription partnership with electronics retailer

(L-R): ***Nicolas Larsson****, partnership manager with PC for Alla and M3;* ***Cristian Jeria****, M3 marketing manager; and* ***Stefan Garvander****, PC for Alla marketing manager.*

Buy one computer, get two free issues of PC for Alla. That's the premise of the B2C partnership campaign IDG Sweden launched in April with On Off, one of Sweden's largest consumer electronics retailer with 70 outlets across the nation. To date, about 20% of computer buyers have become paid subscribers to the magazine, IDG Sweden's version of PC World.

The subscription program, a first for PC for Alla, will run for six months, according to **Stefan Garvander**, PC for Alla marketing manager. "If the program continues to be successful it might run for longer," he said. To date he said that about 3,600 PC or Mac buyers have received two free issues of the Stockholm-based monthly, and 720 of those have paid for six-month subscriptions.

Garvander said that the subscription promotion "came out of trial and error from many different partnership campaigns" put together by Garvander; **Nicolas Larsson**, partnership manager with PC for Alla and IDG Sweden's M3 magazine; and **Cristian Jeria**, M3 marketing manager. Garvander said that he would like to expand the program, which is unique among Swedish IT publishers, to other local retailers.

PC for Alla currently has approximately 38,000 subscribers, with newsstand sales of about 12,000 per month. A year's subscription costs 695 Swedish krone (US$89.00).

Contact Stefan Garvander at stefan.garvander@idg.se.

IDC Mexico hosts government/tech summit

Roberto Masiero*, president, IDC International (second from right) and IDC Mexico Country Manager* ***Edgar Fierro*** *(far right) share the stage with two high-level Mexican government officials at IDC Mexico's fifth IT & Government Summit June 22-23. More than 230 policymakers, administrators and public sector CIO/ICT managers — 80 more than expected — attended. Masiero talked to the press about IDC's "IT for Better Government" initiative. More on IDG Central.*

the interview

one on one

Nick Barber
The IDG News Service's Online Video Producer is this week's columnist. Contact him at nick_barber@idg.com.

World Tech Update at-a-glance

Purpose World Tech Update provides IDG Web sites worldwide with a globally-focused, regularly scheduled video news show that recaps the week's technology news.

Established Feb. 2008

Primary contributors Nick Barber, Boston; Martyn Williams, Tokyo

Web site www.idg.com/wtu

Twitter twitter.com/WorldTechUpdate

Facebook www.tinyurl.com/wtu-fb

Number of WTU shows produced About 70 since Feb. 2008

Number of video news reports filmed More than 300 in 2009, about 1,200 since June 2006.

Q Why did the IDG News Service launch World Tech Update?

A The News Service (www.idgns.com) launched World Tech Update (WTU) so that we could provide IDG Web sites worldwide with a globally-focused, regularly scheduled video news show that recaps the week's technology news. We'll regularly feature news from three continents or more every week. The show is hosted and produced by either me in Boston or Tokyo Bureau Chief **Martyn Williams** in Japan. We're always looking for great coverage, especially of shows that we can't get to or gadgets we can't see personally, so if you have footage you'd like to share, please do.

In the past six months, IDGNS has produced more than 300 video news reports. That's about 13 videos every week produced by a video department of one or two people. As a benchmark, we took an unscientific poll and found that C|NET, which is part of U.S. television network CBS, typically produces around 70 videos per week with a staff of roughly 20 people. Yahoo Tech, which aggregates tech videos from ABC, BBC and Reuters, posts 35 a week and Wired only six a week. If we were to count all IDG news videos worldwide we could easily rival our competitors.

Q What does a typical program contain?

A Our show ranges from five to 10 minutes, depending on what's going on in the world. It features about eight items every week, and we try to vary our locations as much as possible. There are three types of video. One is original video, footage that was shot and edited by News Service staff like a report on Intel Research Day (http://tinyurl.com/l27vre). Another type is with footage provided by a vendor and paired with a written script like a report on Nintendo's Wii Motion Plus (http://tinyurl.com/nvasph). And a final type is a report with voiceover paired with generic stock footage like a video analysis of former Motorola executive Ed Zander (http://tinyurl.com/nqxbes).

Planning for the show starts on Wednesday by organizing any video that we shot earlier in the week. We'll also take a look at our wire to figure out what text stories should be included and paired with video b-roll. We try to keep each segment in WTU around one minute. Each wire and video story is then rewritten and customized for World Tech Update. I then record a video tease of what will be coming up on the show, like this one (http://tinyurl.com/kkfy3b) and post it to our Facebook page. Then on Thursday morning I record the show, edit it and post it to our wire by the end of the day.

Q How do you produce your videos, both standard news reports and World Tech Update?

A When I shoot a story, all of my gear fits in a backpack and a laptop bag so I'm extremely mobile. In the TV world, I'd be called a backpack journalist or one-man-band. My gear costs only a few thousand dollars compared to a TV station whose camera alone usually costs US$25,000 or more. What we aim to do with our expertise is match the production values of what you'd see on television.

For World Tech Update it's not much different. We use the same equipment, some extra lighting and I stand in front of an office window that looks across the Charles River here in Boston. It's a lot different from the multi-million dollar TV studios, but even on a small budget the show lives up to our production standards. While bloggers who shoot grainy, shaky video serve a purpose, a lot of viewers equate quality with credibility. There will always be an appetite for well-produced news videos.

Q What are some examples of the ways different business units are using WTU?

A WTU typically runs on 20 to 30 IDG Web sites worldwide. The majority of them run the show as-is, but some will tailor each episode to its local audience. We provide a full script and an editable MPEG2 file of WTU and all of our reports so that business units can customize the show. For example, New Media Dieector **Giorgos Ropodis** at PC World Greece adds subtitles to our show. Computerworld Norway translates the show's cold open into Norwegian. At least I think it's Norwegian (http://tinyurl.com/lsuo9a).

Q Do you also shoot custom video for business units that might request it?

A Absolutely, and we enjoy doing it. For example, ITBM Group Publisher **Hevzi Cuci** in Kosovo is in the process of pitching World Tech Update to a local television station and asked me to shoot a custom introduction for the show. In another instance, PC World India Technical Analyst **Jayesh Shinde** asked me to record a custom greeting to be included on PC World India's four-year anniversary DVD.

We're eager to help business units with video, whether they're just getting started or fully developed. We'd be happy to show anyone what our video operations are like in Boston or Tokyo. Since video is relatively new to IDG, I can offer equipment and software recommendations or even share clips from our video

continued on page 6

E3 Expo

continued from page 1

on hand to promote DJ Hero, the latest entry in the Guitar Hero franchise.

This year's E3 Expo included a VIP Buyer program, designed to bring retailers to the event so that exhibitors could get crucial orders from their key large domestic and international retail customers. The VIP Buyer program extended invitations to the most qualified members of the worldwide retail community. The program gave members numerous benefits such as access to an exclusive VIP lounge, catered meals, concierge and business services and select travel and hotel accommodations.

WELCOME TO E3 EXPO 2009
One Time. One Place. One Event.

ASA MATHAT

*IDG World Expo CEO **Mary Dolaher** (kneeling, front row center in white pants) and members of the World Expo team at E3 Expo at the Los Angeles Convention Center earlier this month. (For a full listing of those pictured, see this article on IDG Central.)*

This year's VIP Buyer participation was at an all-time high, with more than 300 VIP buyers from 105 key companies in more than 19 countries. Among the key retailers participating were Target, Wal-Mart, Game Stop, Amazon, Toys"R"Us, Blockbuster, Best Buy and Costco. Feedback from retailers about the VIP Buyer Program was extremely positive.

*IDG Communications CEO **Bob Carrigan** (center) meets with customers above the show floor.*

World Expo, which had eight months to produce and stage the event, involved GamePro Media in the event, with GamePro employees developing the E3 Expo Web site and publishing the E3 Expo Show Daily.

E3 Expo sponsors included Activision, Dell, G4 Media, MTV Games, Sony Pictures Entertainment and Target Corp., to name a few. World Expo VP, Marketing **Melissa Messier** said that each sponsor's program was customized to fit their specific objectives of being at the show.

"Sponsorship involvement extended their presence beyond their exhibit space and truly aligned their brands with the E3 Expo," Messier noted. E3 Expo sponsors had access to more than 4,100 members of the media; direct interaction with and feedback from their core consumer base; the opportunity to market and publicize products as well as network, sign business deals with other key industry players and be a part of E3 Expo's marketing and PR campaigns.

The 2010 E3 Expo will be held June 15-17 at the Los Angeles Convention Center. For more information, visit www.E3Expo.com or www.theESA.com or contact Melissa Messier at mmessier@idgworldexpo.com.

WU

Gaming fast facts

According to recent research by the Entertainment Software Association, 68% of U.S. households play computer or video games. Other research findings include the following:

- 42% of U.S. homes have a video game console.
- The average game player is [illegible] years old.
- 43% of online game players are female.

E3 Expo: A brief history

Before joining IDG World Expo as CEO in 2006, **Mary Dolaher** was senior VP at the Entertainment Software Association (ESA), where she planned and managed the video game industry's annual Electronic Entertainment Expo (E3 Expo). Many members of World Expo's E3 Expo team are also former ESA employees and have worked together on the event for close to a decade.

E3 Expo debuted in 1995 and was downsized to an invitation-only Summit conference in 2007 and 2008, which was also produced by IDG World Expo. E3 Expo expanded its scope this year to better reflect the growth and dynamism of the U.S. video game industry.

ESA officials said changes were necessary to better meet the needs of both exhibitors and attendees. The changes include increased booth sizes, increased qualified audiences and a greater focus on reinforcing the growth, innovation and entertainment that are driving the computer and video game industry, worth $22 billion in the U.S.

In light of the ESA's Oct. 2008 announcement that it would be expanding the E3 Expo, IDG World Expo's gaming event, E for All, was combined with E3 Expo, said World Expo VP, Marketing, **Melissa Messier**, "to allow both us and industry members to focus on building the 2009 E3 Expo. IDG World Expo is very pleased to be operating E3 Expo and continuing to play a central role in this critical event in the video game community."

noteworthy people

New employees

New at **IDG Enterprise** in Framingham, Mass., is Web Producer **Trever Cumming**. He was previously a CSS and HTML coder with Cranberry Creative Marketing and Design and holds a B.A. in fine arts from Bridgewater (Mass.) State College. His hobbies include mountain biking, poker, soccer and golf. *tcumming@idgenterprise.com*

LYNN HOLMLUND

Keough

Previously a major accounts manager with Tech Target, **Tim Keough** joins **Network World** as a regional sales manager. He has a B.A. in management from Bridgewater (Mass.) State College and enjoys golf, travel, cooking and Boston sports teams. *tkeough@nww.com*

Grace Gu joins **IDC Canada** as a associate market research analyst. Currently a student at the University of Waterloo, she is studying mathematics and financial analysis and risk management. Outside the office, she enjoys playing the guitar. *ggu@idccanada.com*

IDG WORLD UPDATE

Rosa

Sales Associate **Christina Rosa** comes to **PC World/Macworld** from NBC Astrology.com where she was a community relations coordinator. She holds a B.S. in art history from the University of California/Berkeley and enjoys golf and time spent with friends. *christina_rosa@pcworld.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Two IDG Innovators honored in NYC

IDG was the only company with two honorees recognized at the Media Business Innovator Awards Luncheon on June 16 at the Hilton New York in New York City. IDG Communications CEO **Bob Carrigan** accepted a CEO Innovators award and delivered one of two keynote speeches. IDG World Expo CEO **Mary Dolaher** received the first Innovator award for events but was unable to attend due to a schedule conflict.

B2B MEDIA Business

Carrigan

In his remarks, Carrigan talked about the importance of significant, ongoing innovation. He said, "I'm lucky to work for a company focused on experimentation and innovation. We have a brilliant employee base and I'm optimistic about the future."

The May 4, 2009, issue of BtoB's Media Business magazine featured the award-winning nine executives who are "working to divine ways that media companies can make money in the years to come." Carrigan was recognized for using his broad experience during 20 years in the industry and embracing the changes brought by the Internet.

Dolaher's profile cites the growth of World Expo's event portfolio, her involvement in two transformations of the Electronic Entertainment Expo and steering the repositioning of Macworld Expo in 2010.

One on one

continued from page 3

library, which includes stock footage of major technology companies and events.

Q How has social media played a role in what you're doing?

A Earlier this year we launched a Twitter feed (www.twitter.com/worldtechupdate), which allows both IDG editors and our viewing audience to find out what's coming up. We have more than 400 followers and are getting more every day, but I have to admit I enjoy Facebook much more than Twitter. Just a few weeks ago we debuted a Facebook fan page (www.tinyurl.com/wtu-fb) and already have more than 200 fans. We post additional content on the page, pose questions and have some great interactions with our viewers.

Q Which videos have had the most page views?

A I'd say our all time most popular video is World Tech Update from this year's Consumer Electronics Show that got 166,000+ views on Macworld's YouTube channel (http://tinyurl.com/98z4xy). Part of the success of the CES episode of WTU was that Macworld's **Curt Poff** posted it very quickly and we were one of the few (or only) outlets with a polished video recap of CES. Another popular video, with 50,000+ hits, is Robot Fight Club that **Keith Shaw** at Network World posted (http://tinyurl.com/ltn9os). It's a very unique story and let's face it, everyone loves fighting robots.

Q How can IDG-affiliated sites use IDGNS video?

A Beginning to use video on one of your sites can be very simple or very complex. The simplest way to use video is to embed HTML code from another site. Several Computerworld sites in Africa post World Tech Update every week, but the sites themselves don't have a dedicated video page. Instead they borrow the code from Macworld's YouTube channel (www.youtube.com/macworld) or Network World's Brightcove player (www.networkworld.com/video) to post the content. On the other hand, there are more complex video pages like PC World's in the U.S. or PC Advisor's in the U.K. By no means is this list inclusive.

Using video now: World Tech Update tips

For many sites, creating a custom video channel just isn't feasible, but embedding video clips is easy and adds a dynamic element to an otherwise plain page of text. Here's how to do it:

1. Network World U.S. carries almost all of our reports, so go to their video player at www.networkworld.com/video and select the video you'd like to embed by pressing "play" in the right column.

2. Then click "get code" under the video player. Copy that code to your clipboard and then paste that HTML to wherever you'd like the video to appear. With a very basic HTML knowledge you can change the size of the video box and position it on your page.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

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Keith Arnot *Int'l Controller's Office*

23

Ken Hoyt *IDC*

22

Kimberly Schuberthan *IDC*

21

Caroline Craig *InfoWorld*

20

Jan-Bernd Meyer *IDG Germany*
Hans Simon *IDG Germany*

19

Julio Vial *IDC U.K.*
Scott McLarnon *IDC*

18

Ornella Fusina *Nuov@Periodici Italia*

15

Thomas Winter *IDG U.K.*

14

Karen Blythe *IGS EMEA*
Joan Young *IDC*
Cheryl Giangregorio *IDG Corporate Sales*
Paul Overhiser *IDG*

13

Wolfgang Herrmann *IDG Germany*
Martin Seiler *IDG Germany*
Hans Ludwig *IDG Germany*
William Ganci *IDC*

11

Sabine Wittmann *IDG Germany*
Andreas Kroschel *IDG Germany*
Phil Odgers *IDC U.K.*

10

Sandra Machnik *IDG Germany*
Elena Re Garbagnati *Nuov@Periodici Italia*
laud Gobron *IT News Info*
rner Germanow *IDC*
Ted Samson *InfoWorld*

9

Christian Merkel *IDG Germany*
Martin Behringer *IDG Germany*
Ines Walke-Chomjakov *IDG Germany*
Katharina Friedmann *IDG Germany*
Jacob Hoffmann-Petersen *IDG Denmark*
Dorothy Merullo *IDC*
Mary Ann Daneke *IDC*
Marian Prokop *Computerworld*

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Marjo de Jong *IDG Netherlands*
Manfred Bremmer *IDG Germany*
Rolf Roewekamp *IDG Germany*
Manfred Bosl *IDG Germany*
Scarlett Fritzova *IDG Germany*
Stefanie Kusseler *IDG Germany*
Pia Kuesters *IDG Germany*
Tobias Weidemann *IDG Germany*
Vince DeCastro *IT World Canada*
Meghan Mizoras *IDC*
Patty Gill *IDG*

7

Aico Turba *IDG Netherlands*
Andre Horn *IDG Germany*
Konstantin Christinakis *IDG Germany*
Stephen Vass *IDC Singapore*
Masahiro Nakamura *IDC Japan*
Mesher Ma *IDG China*
Bob Bragdon *CXO Media*
Amy Danielowich *CXO Media*

6

Ole Evers *IDG Germany*
Moises Fuentes *IDC Mexico*

5

Julekha Khan *IDC Australia*
Aprajita Sharma *IDC Australia*
Uta Kruse *IDG Germany*
Elaine Lee *IDC Malaysia*
Cyrus Daruwala *IDC Singapore*
Reinaldo Roveri *IDC Brazil*
Erika Cox *IDC*
Ramon Llamas *IDC*

4

Martine Res *IDG Netherlands*
Reco Li *IDC China*
Victor Lim *IDC Singapore*
Lam Nguyen *IDC Vietnam*
Jacob Villum *IDG Denmark*
Eiji Sasahara *IDC Japan*
Yasuhiro Suzuki *IDC Japan*
Fabiana Massis *Now!Digital Business*
Michelli Miyai *Now!Digital Business*
Eve Griliches *IDC*
Lam Nguyen *IDG Asia*
Bob Johnson *IDG Connect*
Prashanth Menon *Technology Services Group*

3

Christine Thonhauser *IDG Germany*
Regina Bernhard *IDG Germany*
Wiltrud Eickhoff *IDG Germany*
Felix Liu *IDC China*
Julieta Rodriguez *IDC Mexico*
Silvina Bidart *IDC Argentina*
Alexandra Kim *IDC*
Jonathan Crotty *IDC*
Karen Mitchell-Capland *CXO Media*

2

Jasper de Weerd *IDG Netherlands*
Matthias Riedinger *IDG Germany*
Carsten Rauh *IDG Germany*
Vivian Yu *IDC China*
Elizabeth Chan *IDC Singapore*
Tom Jowitt *TechWorld U.K.*
Akiko Takei *IDC Japan*
Miroslaw Szyper *IDG Poland*
Vinicius Caetano *IDC Brazil*
Sachin Rustagi *IT World Canada*
Linda Luo *IDG China*
Jennie Zhang *IDG China*
Suki Zhang *IDG China*
Simon Ellis *IDC*
Vanessa Boris *Online Publishing Group*

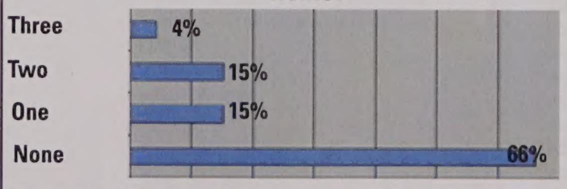
1

Kerstin Woeldering *IDG Germany*
Nadine Gehrke *IDG Germany*
Patrick Hagn *IDG Germany*
Jennifer Ha *IDC Korea*
Jennifer Law *IDC Singapore*
Trinh Ma *IDC Vietnam*
Harriet Cottam *IDC U.K.*
Damain Madden *CIO U.K.*
Jon Southon *ComputerWorld U.K.*
Dean Geary *IGS EMEA*
Kaisa Kupila *IDC Benelux*
Anna Kaczorek *IDG Poland*
Piotr Nerka *IDG Poland*
André Reichenbach *IDG Switzerland*
Mark Schröder *IDG Switzerland*
Freddy Rojas *IDC Peru*
Eugene Yu *IDG China*
Liwen Jin *IDC*
Matthew Iaricci *IDC*
Denise Cox *IDC*
Teresa DeLuca *Technology Services Group*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

Question of the Week for June 22

How many days a week do you usually work from home?



Log on to www.idgcentral.com to vote on this week's question: **How many hours a week do you spend playing online or console games?**

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Charlie Harris** will have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's book of cartoons, *Downloaded*. The honorable mention winners below will also receive prizes.

Honorable mentions

"OK, for the product line meeting, I want 20 watermelons set up on platforms on stage. And order 50 ponchos."

Donald Botts *IDG International Publishing Services*

"I see that your sales numbers are down ths month, Larry. Drop by my office. I'd like to knowck some ideas around."

Bill Ganci *IDC*

"Help desk? Yeah, so the thing you just installed on my wall, you say that's what I should use for the 'blue screen of death'?"

Jerry Weltsch *IDC*

"Perhaps we overestimated the market for 7-foot judges."

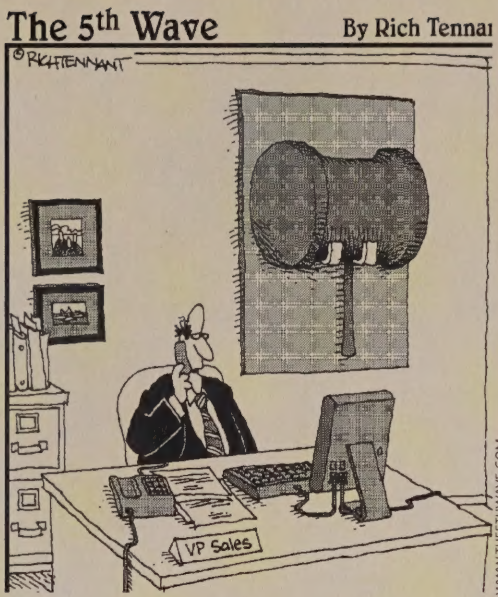
Rich Green *IDG List Services*

"Listen, I need that data. And if you haven't fixed that stupid program error in five minutes, you can't imagine how I am going to 'hit and key' to continue."

Martin Seiler *IDG Germany*

"Believe me, top management is coming down heavily on slack performers, quite literally."

Ramasubramoni Rama Sharma *Center for Consultancy & Research, India*



"Yes, sir, I know sales are down. I would like to suggest we reinstate The Motivator."

Charlie Harris *IDC*

"And if a huge guy in a black robe asks to see me, tell him I'm gone all week."

Steven Gray *PC World*

Rich Tennant's original caption

"It's web-based, on-demand and customizable. Still, I think I'm going to miss our old sales incentive methods."

Coming up

IT Outsourcing Summit
July 2
Buenos Aires, Argentina
www.idc.com

Technology Summit
An InfoWorld event
July 21
Hyatt Regency Cambridge
Cambridge, Mass.
www.infoworld.com

New Zealand CIO Summit
An IDC New Zealand event
July 21-22
Hyatt Hotel, Auckland

CIO Summit
An IDC Australia/IDG Australia event
July 23
The Westin Hotel
Sydney
www.idg.com.au

Next Generation Data Center
Aug. 12-13
Moscone Center
San Francisco
www.ngdcexpo.com

OpenSource World
Aug. 12-13
Moscone Center
San Francisco
www.opensourceworld.com

CloudWorld
Aug. 12-13
Moscone Center
San Francisco
www.ngdc.com

CIO 100 Symposium
Aug. 23-25
The Broadmoor
Colorado Springs, Colo.
www.cio.com

Green IT Conference
An IDC Nordic event
Sept. 6
Copenhagen
Denmark
www.idc.com

Green IT Symposium
Sept. 10
Walter E. Washington Convention Center
Washington, D.C.
www.idc.com

Business Intelligence Perspectives
Sept. 15-16
Westin Chicago River North
Chicago
www.biperspectives.com

and finally...

The editors of *IDG World Update* would like to thank the people who assisted with this issue:

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, E for All, Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. Details at www.idg.com.

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WWW.IDGCENTRAL.COM

The 2010 IDG employee calendar contest has begun!
-- details on p. 6

> *"This contract is the latest example of the 'Beyond our Borders' initiative, which involves leveraging the reputation and operational excellence of IDG to reach outside our walls to deliver a convenient, integrated solution for marketers."*
> *— Bob Carrigan, CEO, IDG*

ZDE's Developer Shed Network joins IDG TechNetwork

First-of-its-kind partnership represents significant expansion of ad network

In a move that underscores just how dramatically the Web is changing old business models, IDG announced last week that Ziff Davis Enterprise's Developer Shed Network will join the IDG TechNetwork, IDG's year-old ad network representing more than 200 non-IDG publishers.

The partnership, the first of its kind in the IT publishing industry, expands IDG TechNetwork's reach to the developer community. The Developer Shed Network is a collection of 16 Web sites that boast a global reach of 8 million unique site visitors per month and an audience of developers and IT professionals spanning multiple platforms, programming languages and major vertical industries.

"We are are pleased and proud to be working with Ziff Davis Enterprise based on their tradition of journalistic integrity, and The Developer Shed Network is an important addition to the IDG TechNetwork given its content and reputation in the developer community," said **Peter Longo**, CEO, IDG Syndication and Networks. "The publishers in our network attract a broad range of advertisers, many of which are looking for vertical audience profiles. The IDG TechNetwork features 30 channels across a diverse set of professional and consumer technology audiences and interests," he said. "The Developer Shed Network will join our developer channel and allow us to expand our offering to advertising targeting that community."

IDGTechNetwork
NETWORKED TO PERFORM

"The agreement between Ziff Davis Enterprise and IDG is a significant expansion of what we can offer to marketers," noted IDG Communications CEO **Bob Carrigan**. "This contract is the latest example of the 'Beyond our Borders' initiative, which involves leveraging the reputation and operational excellence of IDG to reach outside our walls to deliver a conve-

continued on page 4

Mobile contest draws $80,000 in user revenue for IDG Sweden

Taking advantage of the excitement over Apple's June 8 announcement of the new iPhone 3GS, MacWorld Sweden's staff simultaneously launched an online SMS (short message service) contest that has brought in significant user revenue and bolstered its user database.

Visitors to Macworld.se between June 8 and June 28 could enter a random drawing to win one of the just released iPhones by correctly answering one question: "Which of the following animals has not given its name to a version of the OS X operating system?" Choosing among leopard, ostrich — the correct response — and panther, users sent a text message with their answer.

Users paid 19SEK (US$2.50) to participate in the contest, of which IDG Sweden collected 50% (see sidebar, p. 5). The contest attracted 5,729 submissions, generating more than 57,000SEK (US$80,000) in revenue.

IDG
Sommaren är en tid för drömmar.
LOTTO
MacWorld
Vinn nya iPhone 3Gs - årets hetaste tävling!
Vinn nya iPhone!
m.macworld.se

Macworld Sweden's contest showed users are willing to pay to participate.

"Previously we've used competitions like this just to generate traffic, but this proves that people are actually willing to pay to participate," said IDG Sweden Director of Mobile Services **Pontus Jeppsson**.

continued on page 5

Inside this issue

IDG publishes official Sims magazine in Germany *page 2*

One on one: IDG Chairman Pat McGovern *page 3*

Profit margin report for April *page 4*

f2f profile: PC World's Kimberly Brinson *page 8*

IDG publishing official Sims magazine in Germany

Publication targets mostly female audience of world's best-selling game

On the same day that the newest version of the world's most popular PC game arrived on store shelves last month, a new magazine devoted to the game and published by IDG Entertainment Media in Munich landed on newsstands throughout Germany. Die Sims – Das offizielle Magazin (The Sims – the official magazine) is being published under license to the game's publisher, Electronic Arts, and will be distributed in Germany, Austria and Switzerland.

Die SIMS
DAS OFFIZIELLE MAGAZIN
NEU
SIMS 3
GEWINNSPIEL!
The sales team is looking to tap into new customers and brands that target the predominately female Sims audience.

"Sims 3 had a very successful launch worldwide last month, selling 1.4 million copies within its first week," noted **Dirk Steiger**, director special projects and corporate services, at IDG Entertainment Media. "Given the current harsh economic climate, this is a tremendous achievement, and it's a very good foundation for our magazine to flourish," added Steiger, who is also serving as the magazine's editor-in-chief. Steiger said that the magazine sold 30% of its copies within the first several days of publication and has now sold approximately 55%.

Under the terms of the license, Die Sims – Das offizielle Magazin will be published six times a year and will have a print run of 100,000. Each 100-page issue will contain a DVD cover mount compatible with Windows and Mac OS X that contains up to 20 exclusive items for the game. These items, which could be game add-ons such as furniture, clothing, accessories and even complete houses designed by the magazine's designers and writers, will all meet EA quality assurance guidelines. Each issue sells for EUR 6.99 (US$9.80).

In addition to an initial license fee paid at the signing of the contract, EA will also earn a share of the advertisement and newsstand revenue, Steiger said. "So to be profitable, the magazine not only needs to do well at the point of sale, it's also a big challenge for our ad sales team to tap into new revenue streams by addressing new customers and brands that target the magazine's mainly female audience," he said. The game's core audience is predominantly female 14- to 39-year-olds.

While Steiger is serving as editor-in-chief, focusing on content, opportunities for cooperative arrangements with companies like IKEA, Chanel and other well-known brands and acting as a liaison with Electronic Arts, the magazines is written by a group of freelancers.

Steiger described the magazine's unique approach to incorporating the celebrity presence EA wanted in the magazine. "Rather than approaching some well-known personalities and pretending that they play the game, we went a different route," he explained. Steiger and his colleagues identified a number of well-known people who are recognized as experts on various topics, then arrange to meet with them in person, show them the game, and let them have a try on predefined objects related to their area of expertise. For example, Udo Walz is a famous hairdresser with numerous celebrity clients. "We met with him at his salon in Berlin and brought along a laptop with Sims 3 installed. After we showed him the hairstyles offered in the game, he went ahead and applied his own hip and hot ideas to the styles. This is the perfect way for us to get celebrities into the magazine and add unique value for the readers without trying to pretend these experts are necessarily Sims players."

*"Electronic Arts is very proud and enthusiastic about the magazine we have produced and the way we have treated their valuable franchise," said **Dirk Steiger**, director, special projects and corporate services at IDG Entertainment Media.*

The magazine is accompanied by a Web site, www.sims-magazin.de, that provides basic promotional and subscription information for the magazine as well as technical support for the cover mount. Steiger said that the license limits the site to this type of content as it cannot compete with EA's official Sims Web site.

For more information, contact Dirk Steiger at dsteiger@idgmedia.de.

If at first you don't succeed...

Die Sims — Das offizielle Magazin is not IDG Entertainment Media's first foray into serving Germany's huge audience of Sims fans. The company produced several very successful special issues of GameStar focused on The Sims 2 but was forced to stop two years ago when Electronic Arts decided it would create an official Sims magazine. "Unfortunately, we were not chosen to partner with EA on this magazine," said **Dirk Steiger**, director, special projects and corporate services, at IDG Entertainment Media, "so we just waited to see how the project would turn out." Steiger said the first issue was so unsuccessful, that EA declined to publish a second.

At that point, EA entered into negotiations with various publishers in anticipation of the release of Sims 3. "After some very long and sometimes tedious discussions with EA, we finally agreed on all terms and were awarded the license to produce the official magazine," Steiger said.

And while the current license limits IDG Entertainment to distributing its magazine in Germany, Switzerland, and Austria, "we are aware that Electronic Arts is very proud and enthusiastic about the magazine we have produced and the way we have treated their valuable franchise," Steiger said, "and our publication has become something of a blueprint for every other official Sims magazine worldwide. We view that as quite an achievement as well."

one on one

the interview

Pat McGovern
The chairman of IDG is this week's columnist. Reach him at patmcgovern@idg.com.

"Because our information is more important than ever to the career success of IT executives, they are willing to pay higher fees to obtain the most reliable and useful information. Higher prices imply higher quality and greater usefulness. So, in tough times, people make a "flight to quality."

Q How did IDG's operating profits in Q2 of FY09 compare to Q1?

A IDG's operating profits in Q2 of FY09 increased by 41% over Q1. Clearly, recovery is underway! However, because of the economic recession, Q2 profits were down 55% from profits in Q2 of FY08. This is an improvement from Q1 FY09 profits, which were down 83% from Q1 FY08! Congratulations to IDG Denmark, IDG Hungary, IDG Netherlands, IDG Switzerland, IDG UK, IDG Australia, and IPS, each of which exceeded their profit goal for Q2 of FY09!

Q How are IDG business units that are operating ahead of their profit plan achieving this, in spite of a global economic recession?

A IDG's best performing business units are succeeding by vigorously implementing IDG's Corporate Values of (1) Staying close to our customers and qualified prospects, (2) Producing products of the highest quality, (3) Striving for excellence in customer service, and (4) Keeping responsive to changes in the marketplace. IT executives such as CIOs, CTOs, CSOs, and VPs of IS want information that lets them know what people in their same position in other companies are doing to adjust to the economic downturn and help their companies improve sales and profits by better serving their customers in this environment. Our peer-to-peer programs like the CIO Executive Council have been prospering by serving this need.

User executives also want to learn best IT practices from experts and discuss these in their local area with their colleagues. Therefore, attendance at local events is increasing, while attendance at national meetings requiring more time and travel expense is declining.

Because our information is more important than ever to the career success of IT executives, they are willing to pay higher fees to obtain the most reliable and useful information. Higher prices imply higher quality and greater usefulness. So, in tough times, people make a "flight to quality" to obtain the most useful information sources allowing IDG business units to raise the prices for the services they offer.

The IT industry itself has dramatically reduced brand and image advertising and instead is spending much money for qualified sales leads identifying people who have a need and budget to buy their products within the next few months. Since the audiences of IDG information services contain the largest buyers in virtually all sectors of the IT products and services, we can charge premium fees for these leads, not only to the ad manager but increasingly to the sales manager. By auditing the conversion of these leads into sales, we can prove how much sales a lead typically generates and what the profit contribution is from that sale, so we can raise prices for leads to a greater share of the profits resulting from the sale.

The IT industry is also looking to lower operating costs by turning to qualified outside organizations to manage their events, awards ceremonies, customer publications, workshops, breakfast roundtables, etc. IDG is extremely well-qualified to manage these custom projects because we are in touch with the audience that our clients want to reach, and we have excellent skills in organizing and managing events. IDG is a world leader in producing over 1,200 well-managed events each year.

Q How has the role of journalism changed in providing business and consumer information services during the 45 years since IDG was founded?

A Forty-five years ago the content of publications was researched, written and edited by journalists. Over 95% of the publication's editorial content was created by such journalists and professional writers. The only content created by the readers was "Letters to the Editor" which only counted for a small percentage of the publication's content. However, when we did readership studies, we found that these Letters to the Editor were among the best-read content in the publication. But, because of the high cost of print, paper, and postage, it was expensive to devote much space to Letters to the Editor. Now that there is no print, paper, and postage costs on the Web, we can put on our Web sites all of the content from our audience that is relevant and useful. Today, many of our Web sites have over 60% of their content contributed from their audience members. And this content is highly valued by the visitors to our sites according to our readership surveys. The blogs, comments, how-to ideas, career suggestions, answers to questions proposed by other visitors, and participation in polls and forums allow our visitors to find out how fellow IT executives and IT users feel about the technology, economic and occupational trends that affect them.

So, the journalist today not only has to continue to create useful original content, but has to also act as an "electronic meeting manager" by encouraging broad participation from the relevant audiences who visit his Web site. In some cases, a journalist who has produced excellent blogs generates through referral

continued on page 7

IDG TechNetwork

continued from page 1

nient, integrated solution for marketers," Carrigan said.

IDG TechNetwork replaces Federated Media as ZDE's ad network partner. Noted Carine Roman, senior vice president, business management & operation, ZDE, "Like many publishers, we have partnered with ad networks in the past but have had limited success. IDG TechNetwork, however, brings to the table an audience that will complement ours and deliver higher advertising engagement to IT companies. Collaborating with vertical ad networks, especially when initiated by a leading technology media company, makes complete sense for us from a business and strategic perspective."

> *"The Developer Shed Network will join the developer channel and allow us to capture ad revenue we had been missing."*
>
> *— Pete Longo, CEO, IDG Syndication and Networks*

Noting that online ad networks are among the fastest growing parts of the media industry despite the current economy, Longo said IDG TechNetwork revenue has grown 100% during the past three months and the network currently has 75 million unique visitors a month and 600 million monthly page views.

Two months ago, IDG TechNetwork announced its international expansion from the U.K. to India, Germany, Sweden and Spain.

For more information, visit www.idgtechnetwork.com or contact Pete Longo at peter_longo@idgsn.

Congratulations to April's profit margin champs

Following are the IDG media brands (combining print, online and events where applicable) with the highest profit margin in April 2009 and with the greatest improvement in profit margin in the month of April versus a year ago.

Highest profit margin – April FY09

Computerworld
Computerworld Australia

CIO
CIO Sweden

Networking
Nettverk & Kommunikasjon (Norway)

Infoworld/Techworld/Techchannel
InfoWorld Spain

Reseller
IT-Bransjen (Norway)

PC World
Tips & Trucs (Netherlands)

Macworld
MacWorld Spain

Games
GamePro Spain

Greatest improvement in Profit Margin in April 2009 compared to a year ago

Computerworld
Computerworld Australia

CIO
CIO India

PC World
Tips & Trucs (Netherlands)

Macworld
Macworld U.S.

Games
GamePro Germany

Passes available for Boston area attractions

As part of its corporate sponsorship program, IDG currently has admissions passes available for the Museum of Science, the Museum of Fine Arts and the New England Aquarium. Any employee visiting the Boston area may take advantage of this program. You may request up to four passes for the Museum of Science and the New England Aquarium and up to two for the Museum of Fine Arts.

Please send your request to world_update@idg.com.

Macworld Sweden

continued from page 1

HENRIK APELL

MacWorld staff working during the live coverage of the new iPhone announcement. (clockwise, from botton): ***Calle Wollner****, art director;* ***Pontus Jeppsson****, head of mobile services at IDG Sweden;* ***Andreas Leijon****, editor-in-chief;* ***Jimmy Lee Skrufve****, online editor;* ***Anna Müller****, editor.*

On June 8 in Stockholm, Macworld Sweden staff members watched the keynote address, delivered at Apple's Worldwide Developer's Conference in San Francisco, online and provided live coverage of the proceedings on www.macworld.se. Since they had expected an iPhone announcement, they had prepared everything they needed for the contest in advance and just added some facts about the new phone and some images to the online contest page before making it live.

Now that Macworld Sweden has collected 5,729 mobile numbers, Jeppsson said the staff can enrich its leads database with names and addresses for a relatively low cost. The company can work with a provider that can match the list of mobile numbers to customer databases from a variety of phone numbers and other sources. He expects a high percentage of people are already included in one of IDG Sweden's database, either as magazine subscribers or registered users on IDG Web sites.

The mobile numbers themselves can be used to market IDG Sweden products and also be used by advertisers. "We're still trying to figure out how to use mobile numbers in our database in a sensible way," Jeppsson said. "People's tolerance for ad messages by SMS is much lower than e-mail. So you have to be careful and not overuse your database, and make sure your message reaches the right audience. If used correctly, sms can be an extremely powerful marketing channel, and IDG Sweden will experiment a lot in this area in the coming year."

Write to Pontus Jeppsson at pontus@idg.se. WU

[illegible]ehind-the-[illegible]cenes SMS transactions

The SMS service IDG Sweden used for the iPhone contest was set up through a service provider that has contracts with network operators and handles all the billing issues. End users pay for the SMS on their phone bills, and IDG Sweden collects texts it receives and sends an invoice to the service provider.

IDG Sweden set up the service, which took no more than 10 minutes, by logging onto to the service provider's admin system and entering a code word — in this case the word that the contest user enters as the beginning of the SMS — and how much IDG wanted to charge for the text.

Of the 19 SEK (US$2.50) IDG Sweden charged participants, 20 % was for tax and 30 % went to the service provider [illegible]d the operators, leaving IDG [illegible]net revenue of 50 % of what the end user paid.

Using SMS for marketing purposes

IDG Sweden's PC för Alla and M3 have used SMS to promote subscription campaigns, thus far targeting people who had previously been subscribers. According to **Pontus Jeppsson**, head of mobile services at IDG Sweden, the conversion rates were about the same as e-mail campaigns.

IDG Sweden will also be using SMS to market the Webbdagarna ("The Web Days") events that will take place in Malmö and Gothenburg in September, by sending text messages to people who visited the events last year. They'll be able to register for this years Webbdagarna just by returning the text message — literally just pressing two buttons to sign up.

Jeppsson said IDG Sweden has yet to use SMS to push sponsor messages, but it may in the future. "I see tremendous potential in this, given how powerful SMS can be. You can get the message out in seconds, and you penetrate the everyday media noise in a way that is absolutely impossible in any other channel."

Coming up

CIO Summit
An IDC Australia/IDG Australia event
July 23
Sydney
www.idg.com.au

JavaWorld Day
An IDG Japan event
Aug. 8
Minato-ku, Tokyo
www.idg.co.jp/english/event.html

Middle East and Africa IT Managers Forum & Expo 2009
An IDC CEMA event
Aug. 10, Cairo, Egypt
Aug. 11, Nairobi
Aug. 18, Johannesburg
Aug. 19, Lagos

Next Generation Data Center
An IDG World Expo event
Aug. 12-13
San Francisco
www.ngdcexpo.com

OpenSource World
An IDG World Expo event
Aug. 12-13
San Francisco
www.opensourceworld.com

CloudWorld
An IDG World Expo event
Aug. 12-13
San Francisco
www.ngdcexpo.com

CIO 100 Symposium
Aug. 23-25
The Broadmoor
Colorado Springs, Colo.

IDC-Kahn Consulting, Inc. Compliance in Information Management Forum
Sept. 16
New York Marriott Marquis
New York City
www.idc.com

noteworthy people

New employees

IDG WORLD UPDATE

Denny

Computerworld has hired **Tia Denny** as a San Francisco-based online sales manager. She was previously a sales manager with Vibrant Media, specializing in consumer electronics, IT and entertainment channels. She holds a B.A. in English literature from San Francisco State University and enjoys yoga, wine tasting, live music and "the Shuffle setting on my iPod. My best friend is trying to talk me into adult ballet classes, but I think it's only because it will make her look better to have me nearby." She is also working on overcoming her "overwhelming" fear of heights by taking a trapeze class. *tia_denny@computerworld.com*

Sarah Jacobsson is **PC World**'s new editorial intern. A recent graduate of New York University, she holds a double B.A. in journalism and cinema studies. In her free time she enjoys working out, reading, writing, travel – "all the usual things." *sarah_jacobsson@pcworld.com*

Patrick Miller is also a new **PC World** editorial intern. A graduate of Pitzer College in Claremont, Calif., he holds a B.A. in philosophy. He also works as an assistant boxing coach at the East Oakland Boxing Association. He recently completed a Fulbright Research Fellowship in Japan and spent a year in Nagoya studying how Japanese-Brazilian immigrants use Brazilian jiu jitsu as a tool for forming communities. *patrick_miller@pcworld.com*

IDG WORLD UPDATE

Butts

Previously an online campaign manager with United Business Media/Tech Insights, **Eran Butts** joins **Computerworld/IT World** as an integrated sales associate. He earned a B.A. in fine arts from Kansas University in Lawrence, Kan., and enjoys running, movies and travel. *ebutts@computerworld.com*

PETER SHORT

Kapadia

Krunal Kapadia joins **IDC Global Services Markets and Trends** in Framingham, Mass., as a research intern; he was previously assistant to the delivery manager at Sovereign Santander Bank. He holds an M.B.A. in finance and international business from the University of Massachusetts and enjoys basketball, cricket and volleyball. *kkapadia@idc.com*

IDC Philippines in Manila has hired **Danilova Molintas** as a research editor; she will be responsible for the publication, maintenance and distribution of research documents of the IDC EMEA Publishing Services and Technologies Group. An experienced editor and writer, her career has included managing the newsrooms of two regional newspapers in Baguio City in northern Philippines. She studied economics at the University of the Philippines/Diliman. She enjoys reading, writing and being "a doting mother hen" to her 11-year-old daughter. *dmolintas@idc.com*

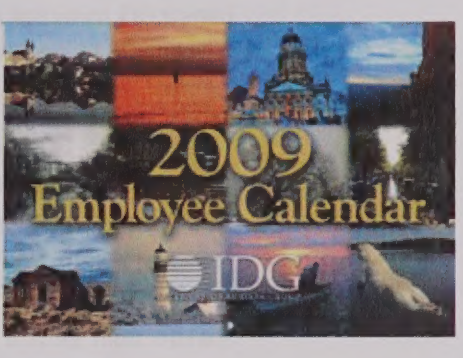
All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDG closes Irvine office

IDG's office in Irvine, Calif., which had housed IDC and IDG staff and an IDC library kiosk for clients, closed at the end of June.

Attention all IDG shutterbugs: It's time to enter the 2010 IDG Photo Calendar Contest

It's time once again to enter the annual IDG Employee Photo Calendar contest. Now in its 26th year, the calendar is your opportunity for worldwide fame and — should your entry be one of the top three vote getters — even some spending money. The calendar adorns IDG offices and cubicles around the globe. Read on to learn how you can enter your masterpieces for consideration in the 2010 calendar.



Twelve photos will be selected; first, second and third prize winners will receive $300, $200 and $150, respectively. Here's what you need to do:

- You may submit up to two color or black-and-white digital images, prints or 35mm slides on any subject. If you submit an electronic image, it must be a large, high-resolution file of at least 240 dpi. Smaller files cannot be accepted as they will not reproduce well in the calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should be clearly labeled with your name, business unit, telephone, fax number and e-mail address. If submitting electronically, please be sure to include this information along with the file. If submitting a traditional print, a business card taped to the back works well. Please do not write directly on the back of your photos.
- Please be sure to include a title for your photograph(s).
- Entries must be received by Sept. 18, 2009.
- Winners will be notified in early October. If your photo is one of the 12 selected to run in next year's calendar, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

Send photos to: IDG World Update, Photo Calendar Contest, 1 Exeter Plaza, 15th floor, Boston, MA 02109 U.S.A. or world_update@idg.com. Please note: due to the number of entries, photos will not be returned.

IDG employees worldwide will select the 12 winning photos by voting for their favorites on IDG Central in late September. More information about the voting will be published in September. In the meantime, if you don't have a login/password for IDG Central, use the link at www.idgcentral.com to request one today.

Any questions may be directed to the World Update editors at world_update@idg.com. Good luck! WU

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

33

Therese Bergstrom *IDC*

23

Karin Quack *IDG Germany*

21

Judy Callahan *IDG*

19

Philippe de Marcillac
IDC Asia Pacific
Carin Ståhl *IDG Sweden*

17

Debra Becker *Network World*
Randy Perry *IDC*

16

Quan Zhou
IDG Technology Venture Investment

15

Loren Loverde *IDC*

14

Lorraine Rivell *IDG*
eki Kojima *IDG Japan*
ary Cook *IT World Canada*

13

Lafe Low *CXO Media*
Rebecka Simon *IDG Sweden*

12

Verena Schieder *IDG Germany*
Rosemary Hattersley
PC Advisor U.K.
Janet Waxman *IDC*

11

Jean Gasbarro
IDG Int'l Publishing Services
Courtney Munroe *IDC*

10

Silvia Bassi
Now! Digital Business
Earl Joseph II *IDC*

9

Dorothy Malone *IDG*
Pawel Dudzinski *IDG Poland*
Isa Stamp *IDG Germany*
Alfredo Distefano
Nuov@Periodici Italia
Katia Trespidi
Nuov@Periodici Italia
Linus Wolter *IDG Sweden*
na Toncheva *IDC*
on McPherson *IDC*
Jessica Goepfert *IDC*
Lauren Fitzgerald *IDC*

8

Adam Sienkiel *IDG Poland*
Katy Young *IDC U.K.*

7

Scott Harris
IDG Syndication and Networks
Jason Snyder *InfoWorld*
Bert Sluyter *IDG Netherlands*

6

Hal Mentlik *Computerworld*
Helen Palmer
IDG Global Solutions EMEA
Eduardo Benassi
Now! Digital Business

5

Yong-Jin Jun *IDC Korea*
Li May Chew *IDC Singapore*
Akemi Kimura *IDC Mexico*
Sandra Tubbs *IDC*

4

Michael Friedenberg
IDG Enterprise
Caroline Mewing *Computerworld*
Luiz Minervino
Now! Digital Business
Julieta Botter *IDC Argentina*
Jeff Jedras *IT World Canada*

3

Tarun Bhasin *IDC Canada*
David Cannon *IDC Australia*
Ting Yang *IDC China*
Sung-Hwan Hwang *IDC Korea*
Jesse Rutland
IDG Global Solutions EMEA

2

Valeska O'Leary
Online Publishing Group
Colin Lauver
Online Publishing Group
Moritz Keckstein *IDG Germany*
Mike Cartwright *IDG U.K.*
Yasmine Hanna *IDG U.K.*
Sean Wang *IDC China*
Pavitra Jayaram *IDC CCR*
Enriquez Dulce *IDC Mexico*

1

Joan Goodchild *CXO Media*
Nicola Strobel *IDG Germany*
Mauro Scaffidi
Nuov@Periodici Italia
Daniela Antonini
Nuov@Periodici Italia
Eileen Ji *IDC China*
Naveen Hegde *IDC India*
Vijayan Mahendar *IDC CCR*
Richard Bell *IDC U.K.*
Mark Kitchell *IDC Benelux*
Ronaldo Silva *Now! Digital Business*
Samuel Rodrigues *IDC Brazil*
Lucila Melfi *IDC Argentina*
Ruth Flynn *IDC*

One on one

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sites audiences in the hundreds of thousands or millions of additional readers. Such journalists may be invited to give speeches about the ideas in their blog and from time to time, a book publisher wants them to publish a book based on a collection of the blogs. So, in reality there is much more potential influence for a journalist in today's Web-centric world than there was 45 years ago when IDG started. This allows a skilled journalist to become a major celebrity in their field!

Q **You recently were selected to be the Head Marshal by your class at its 50th reunion at MIT. What was the most interesting event that happened during the reunion, and what was the most surprising discovery about the current activities of members of your class?**

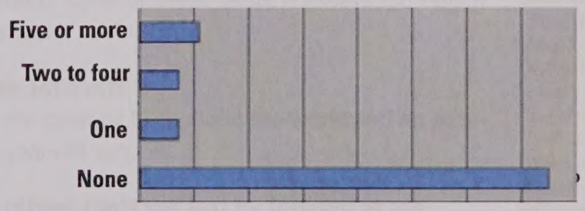
A The members of my class reported that the most interesting experience they had during the reunion was a visit to the McGovern Institute for Brain Research where they visited labs where work is being done to find cures for schizophrenia, autism, attention deficit disorder, and Alzheimer's. Class members expressed particular interest in the progress that the McGovern Institute was making in delaying the occurrence of Alzheimer's.

The most surprising discovery was how many members of my Class of 1959 were still fully engaged in professional work with plans to continue to pursue their dreams of professional achievement for the next 10 to 15 years!

Questions for IDG Chairman Pat McGovern may be sent to world_update@idg.com. WU

Question of the Week for June 29

How many hours a week do you spend playing console or video games?



Log on to www.idgcentral.com to vote on this week's question:
Which book would you like to see selected for the next IDG Book Club?

Check out the IDG Training Blog on www.idgcentral.com for a brief description of the books under consideration. Even if you can't join the book club discussion, take a look at the titles — among them Free: The Future of a New Radical Price, Twitter Means Business and What Would Google Do — and perhaps find something to bring along for a beach read in the next few months.

f2f profile

Name
Kimberly Brinson

Home
Belmont, Calif.

Tenure
I joined in 1992 as PC World's first fact-checker (aka research editor). I then became a copy editor, then assistant managing editor.

Current title
Managing editor, PC World

Primary job responsibilities
Essentially, I'm responsible for making the trains run on time. I make sure we're planning what we're going to do on the Web site and in print for the coming months, that we're going to complete all testing, writing, shooting and editing in time to meet both print and online deadlines. In addition, I'm the editorial liaison for our content syndication partners and the editorial liaison for our search optimization partner, Anvil.

Three things I do in a day^{1}s work
Send sales an update about the stories we'll be promoting on the Web site in the coming week; scan online heads, decks, subheads and links to make sure we're following best search-engine optimization practices when we can; create a product slideshow from a Top 10 chart for content partner.

What I love most about my job
I get to work with almost all the other departments in the company on behalf of editorial. I love to help sales with information on what editorial is up to, I love to work with production on the print issue map. Working with the art department is a joy. The copy editors are constantly teaching me how to be a better writer. I'm humbled by the enormous talents of everyone here.

Latest accomplishment
I really enjoy being in contact with MSN's Tech & Gadgets editorial team each week and making sure they have whatever they need from us. Then I rejoice when the referral traffic comes rolling in.

Career highlights
Traveling to PC World Product Line meetings is always fun and very informative. Having dinner with [IDG Chairman] Pat McGovern, [former PC World Editor-in-chief] Harry McCracken and PC World Production Director Nancy Jonathans on the occasion of our 10th anniversaries with the company was an unforgettable event.

*PC World Managing Editor **Kimberly Brinson** says she tries to take advantage of all the training she can fit into her schedule and tries to read all the IDG Book Club book selections.*

What I'm doing to be a better employee
I just try to take advantage of all the training I can possibly fit into my schedule. I also read all the IDG Book Club books, even if I have to hold my nose to get through some of them. There is always something new to learn.

Outside interests
I have the greatest husband in the world and an adorable 4-year-old son.

What others can^{1}t tell just by looking at me
I'm a big NASCAR fan!

Nominate your office's unsung hero

Is there an unsung hero in your office? A person whose quiet contributions help ensure the success of the whole group? Why not nominate that individual for some well-deserved recognition as a profilee in our f2f feature? Send your suggestions to world_update@idg.com.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Pontus Jeppsson *IDG Sweden*
Peter Longo *IDG Syndication and Networks*
Pat McGovern *IDG*
Dirk Steiger *IDG Germany*

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International Data Group is the world's leading technology media, events, and research company. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers. Media brands are in more than 90 countries and include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. The company's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, OpenSource World, E3 Expo, DEMO, Storage Networking World, and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. Additional information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

Seven-city Innovation Tour aims to create DEMO buzz

> *"We need to continue to differentiate ourselves from the competition by meeting with companies launching products outside Silicon Valley."*
> *— Neal Silverman, DEMO senior VP and general manager*

In order to keep interest — and attendance at — high in DEMO, the twice yearly event where companies show never-before-seen technologies to venture capitalists, corporate development officers and the media, IDG Enterprise took its show on the road.

Beginning in May, DEMO Co-executive Producers Chris Shipley and Matt Marshall, who is also founder and CEO of VentureBeat.com, a news site for venture capitalists and entrepreneurs, and DEMO organizers held a series of two-day events and meetings for potential DEMO exhibitors and venture capitalists in San Francisco, Palo Alto and Los Angeles in California, New York, Boston, Seattle and Austin, Texas.

*(L-R) DEMO Co-Executive Producers Chris Shipley and Matt Marshall, with DEMO SVP and General Manager **Neal Silverman** mingled with potential DEMO exhibitors and venture capitalists at a networking cocktail party in Seattle as part of the seven-city DEMO Innovation Tour.*

"We need to continue to differentiate ourselves from the competition by meeting with companies launching products outside Silicon Valley," said **Neal Silver-**

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IDG Germany signs Microsoft for social media initiative

CIO Ambassadors program lets client establish dialogue with community

IDG Germany's enterprise division has signed Microsoft as the first client for the CIO Ambassadors program. The program leverages social-media opportunities and enables the advertiser to create topic-focused messages and establish a dialogue with community members.

The new initiative is part of the CIO Network, an invitation-only community of CIOs and IDG editors at www.cio.de that has 12,000 active members and generates more than 40,000 page impressions a month. Membership is free; CIOs must be recommended by their peers or can sign up themselves pending approval of their executive-level qualifications by CIO Germany staff. Consultants are not allowed to be members.

The three Microsoft participants — two focused on virtualization and one on "the future of work" — are the first vendor representatives on the site. Their role as CIO Ambassadors are clearly marked on their network profiles along with their topic expertise, and they are given a moderator role to lead discussions groups.

Ambassadors receive content support from CIO editors, who through their content postings create an environment where the ambassadors are able to show their expertise to questions posed by the group and position themselves as thought leaders. For example, when editors see a question posted for an ambassador, they can comment on it to spur interactivity, or add some content, such as a CIO article or a white paper, in an area next to the discussion forum that the ambassador can refer to or that the network members.

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CIO India editor wins prestigious award for feature article

Gunjan Trivedi, assistant editor at CIO magazine in India, took home one of three prestigious PoleStar Awards last month for Best Feature in IT Journalism. Established in 1998 to honor Indian IT and business journalists, the PoleStar Awards recognize outstanding work published in the prior year in two categories: Best Feature in IT Journalism and Best Feature in Business Journalism. The winners receive a trophy, a citation and a cash prize intended to assist in furthering their professional education.

Trivedi's article, "Serving IT Shrunk," provides an in-depth look at the lessons learned when the second largest bank in the country leveraged server virtualization to consolidate 230 servers to just five while retaining access to its 650 applications, saving approximately Rs 11,500,000 (US$237,000) in the process. The story establishes ICICI Bank as the role model for leveraging IT to deliver unparalleled value to business.

This year's competition drew 188 nominations from journalists across India. A jury representing leading figures in the corporate and academic sectors selected the winners.

Trivedi joined IDG India in August 2005. CIO India, which is published twice a month, launched in November of that year. The winning article appeared in the Dec. 15, 2008, issue. A copy of the article is available on IDG Central.

Contact Gunjan Trivedi at gunjan_trivedi@idgindia.com.

***Gunjan Trivedi** (l) receives his award from Arun Jain, founder, PoleStar Foundation and CEO, Polaris Software Labs. Joining them on the stage are Andrew Simkin, consul general, U.S. Consulate General (second from left) and Prabhu Chawla, group editorial director & editor, India Today.*

Update your IDG Directory profile

New features have recently been added to the IDG Directory on IDG Central (www.idgcentral.com). Go to the IDG Directory under the Employee Resources tab and search for your name. Click on it, and you'll get linked to a new page where you can post your photo and include information on your job responsibilities, IDG jobs you've held, software/technologies you work with, skills to share, projects and hobbies/interests. If your name is not in the directory, send your name, title and business unit to victoria_shoemaker@idg.com. Send other questions to idgcentral@idg.com.

Congratulations to May's profit margin champs!

Following are the IDG media brands (combining print, online and events where applicable) with the highest profit margin in May 2009 and with the greatest improvement in profit margin in the month of May versus a year ago.

Highest profit margin – May FY09	Greatest improvement in Profit Margin in May 2009 compared to a year ago
Computerworld Computerworld Australia	Computerworld Computerworld Norway
CIO CIO U.S.	CIO CIO U.K.
Networking Network World Romania	Networking Comunicaciones (Spain)
Infoworld/Techworld/Techchannel Sweden Techworld	InfoWorld/Techworld/Techchannel Techworld Sweden
Reseller Australia Reseller News	Reseller Channelworld (Netherlands)
PC World PC World Norge (Norway)	PC World Tips & Trucs (Netherlands)
Macworld MacWorld Sweden	Macworld MacWorld Sweden
Games GamePro Spain	Games Gamestar Germany

one on one

Mike Garity
The vice president of events marketing and business development for IDG Enterprise Events is this week's columnist. Reach him at mgarity@nww.com.

Q How long have you been with the company? What is your title and your key responsibilities?

A I have been with IDG since 2004. Up until May 2009, I was the VP of marketing and business development for DEMO and Network World events. My role throughout my four-plus years with Network World was leading the day-to-day strategy for audience development as well as identifying new product and business opportunities for the team. Since May, I have moved on to lead the combined event marketing teams from CXO, Computerworld, Infoworld, Network World and DEMO in the newly formed IDG Enterprise Group. Within this new role, I have been given the opportunity to work with a great group of marketers who have all provided new and different strategies and tactics to drive successful marketing programs. My key responsibilities are to lead the team and drive innovation — leverage the best practices employed across each brand and identifying new and cost-effective ways to drive attendance and increase customer satisfaction.

Q Can you take us through the process of marketing a typical event for the IDG Enterprise Group?

A What is a 'typical event' these days? From dinner roundtables to multi-city breakfast tours to mega-regional conferences and expos to our flagship programs within each brand — event marketing these days is anything but typical. Granted, most every marketing campaign is based on some sort of direct outreach to targeted individuals in our databases, but the frequency and delivery mechanisms for this outreach can vary widely based on the audience and the event. E-mail is by far the bread and butter of most every campaign. But some events call for more personalized outreach through telemarketing while others require the additional exposure provided through direct mail. The challenge we face every day is finding the right balance that aligns with our budgetary goals, our database depth and our audience expectations.

Each program type has a formula for success — but that formula is always a work in progress to ensure we are fresh and nimble enough to evolve the plan when attendee numbers begin to deviate from our expectations.

Q How has the current economic climate impacted how you market your events?

A Across the board, we have had to look hard at every dollar spent on audience development. The biggest cost typically for any campaign is direct mail. This has been removed or diminished for most events over the past year. In its place, we have had to step up our efforts in database management and development, e-mail messaging and delivery, telemarketing, social media and partnership marketing. Examples of our success can be found across the team.

Marketing Director **Mary Conroy** has found success in driving participation for our CIO dinner roundtables through the use of what I call 'Wave Marketing' to tier the database to drive targeted outreach to 100 prospects at a time through a combined approach of telemarketing and e-mail.

Marketing Manager **Buster Paris** has cut a substantial direct mail program out of the IT Roadmap series by leveraging the CI database more strategically through e-mail to ensure attendance reaches its goals for each of the 10 events planned for the year.

Senior Marketing Specialist **Lauren Wilson** has perfected a strategy for attracting partner organizations to promote our CIO Perspectives events to their constituents. Creating an affinity with local organizations to support our events is often an untapped aspect of audience recruitment — usually due to the amount of time it takes to work with each group. Lauren has created a streamlined approach to recruiting partners that has helped to increase attendance substantially in select marketplaces.

Marketing Manager **Duncan Newell** has been able to retain a healthy flow of registrations for our fall Storage Networking World conference by messaging differently to local vs. national prospects.

Marketing Director **Debra Becker** has incorporated an integrated social media campaign leveraging a conference blog, Twitter, Facebook and LinkedIn to generate buzz and drive greater participation at the DEMO events.

Together, the team is sharing these strategies and best practices within the team to ensure all our events achieve and exceed their goals.

Q You mentioned social media above. How has social media changed the way you market?

A For many of our events, social media is still in its infancy in terms of helping to drive attendance. The time involved in building a following and communicating out to the community on an ongoing basis can be daunting. And, what's important to realize is that these two efforts alone are only two legs of a three-legged stool. To be truly effective, a social media strategy must also engage the community and get them to work for you.

continued on page 4

"DEMO, the one brand that has been steeped in social media marketing for the past few years, is finally beginning to see the rewards of its efforts. DEMO combines a conference blog to communicate major show announcements and news, a Twitter account to distribute blog news and quick updates, and both a Facebook Fan Page and a Linkedin Group to engage members in DEMO-related discussions."

Coming up

JavaWorld Day
An IDG Japan event
Aug. 8
The Grand Hall
Minato-ku, Tokyo

Middle East and Africa IT Managers Forum & Expo 2009
An IDC CEMA event
Aug. 10, Cairo, Egypt
Aug. 11, Nairobi, Kenya
Aug. 18, Johannesburg, S.A.
Aug. 19 Lagos, Nigeria

Next Generation Data Center
Aug. 12-13
Moscone Center
San Francisco

OpenSource World
Aug. 12-13
Moscone Center
San Francisco

CloudWorld
Aug. 12-13
Moscone Center
San Francisco

CIO 100 Symposium
Aug. 23-25
The Broadmoor
Colorado Springs, Colo.

Green IT Symposium
An IDC event
Sept. 10
Walter E. Washington
Convention Center
Washington, D.C.

Business Intelligence Perspectives
Sept. 15-16
Westin Chicago River North
Chicago

IDC-Kahn Consulting, Inc. Compliance in Information Management Forum
Best Practices in Data Protection, Records Information Management, and e-Discovery
Sept. 16
New York Marriott Marquis
New York City

IDC Security Summit
Sept. 17
New York Marriott Marquis
New York City

Modeling Forum
An IDG Japan event
Sept. 18
Tokyo Midtown Hall
Minato-ku, Tokyo

Techworld.nl tightens focus to broaden audience

IDG Netherlands recently took steps to set its three-year-old Techworld.nl site apart from the competition by boosting its coverage to address the needs of the people behind the technology — the system administrators themselves. Originally launched in May 2006, Techworld.nl (which was an online-only brand from the outset) focused on IT for business, and its content was heavily tilted toward product news and reviews. With the arrival of a new editor-in-chief, **Sander van der Meijs**, early this year, that focus began to sharpen.

Sander van der Meijs

"The old site was not attracting enough people," van der Meijs said. "Announcements about new products from the likes of IBM, HP and Microsoft were not enough to entice our target audience to return to the site in great numbers. In fact, we began to see the content was not really targeted at a specific group at all, just IT professionals in general. We wanted to do more with the site, so we decided to really focus. The focus became the system administrators."

On the newly relaunched site, the system administrator is a real presence, van der Meijs said. "We now have three content pillars. The first is the technology, which is the same as on the old Techworld. The second includes content that addresses the real-world issues and business challenges that system administrators encounter on the job — for example what to do when the boss wants them to monitor the Web traffic of a colleague or what they should do when they go on holiday and they do not want to spend days on the phone just because one of their servers crashed." And the third pillar is the system administrators themselves. "Each week we will interview a system administrator and publish those profiles. This should secure our bond with this group," van der Meijs said.

Systems administrators are a diverse group, van der Meijs said, with some supporting just a few users and servers and others with hundreds or even thousands. And, of course, the users are different everywhere, he said. "So we let them speak about what they deal with every day, about their network and about their users and how they deal with them."

Van der Meijs said the new site, which also sports a new look and feel, implemented by the company's online development team, has been very well received by users. "They told us that it was very good looking and that we should have made the changes long ago," he said.

Although it is still too early to see dramatic increases in traffic, van der Meijs said they are seeing improvements and "if they continue then our goals will be met." He noted that there has been particular improvement in the pages-per-visit metric, but with the summer holiday season now in full swing, he does not expect to be able to accurately gauge the effects of the relaunch for some weeks. "It is early days to say the traffic is increasing. We will continue to publish appealing content on the site, and we are confident the readers will be able to find us," van der Meijs said.

For more information visit www.techworld.nl or contact Sander van der Meijs at svandermeijs@idg.nl.

One on one

continued from page 3

To do this in an events marketing environment, we are joining forces with our content management team, led by our VP of Content Management, **Derek Hulitzky**, to identify the best methods to engage speakers and attendees to help us promote our events to their followers and fans. Finding a few key influencers in each market is key.

DEMO, the one brand that has been steeped in social media marketing for the past few years, is finally beginning to see the rewards of its efforts. DEMO combines a conference blog to communicate major show announcements and news, a Twitter account to distribute blog news and quick updates, and both a Facebook Fan Page and a Linkedin group to engage members in DEMO-related discussions. On their own, each strategy has engaged thousands of new prospects and has driven increased registrations to our regional meetup events, collectively known as the DEMO Innovation Tour (see story page 1) and the semi-annual conference. But what has truly made these tools effective has been the engagement of our executive producers, Chris Shipley and Matt Marshall, who have taken our news and promotional content and have blogged, Facebooked and re-tweeted our messaging to their own networks to virally spread the word. These efforts have created tenfold increases in awareness that we could not have generated on our own.

Now our challenge is to find ways to engage more key influencers for DEMO and across our event portfolio to champion our brands in their own communities. As we do, we will most certainly see a transformation in our marketing strategies to place more time and effort on social media to drive attendance to our events.

DEMO site returns to its marketing roots

The DEMO team recently revamped the conference's site (wwww.demo.com). According to **Neal Silverman**, DEMO senior VP and general manager, the site was redesigned to focus exclusively on DEMO's value proposition.

"After a short run as a publishing platform we recognized it was critical to get back to our roots as an event site that clearly articulates why someone would attend or launch a product at DEMO. The messaging on the site is developed around three key themes that the event delivers -- access, interaction and validation -- and the site is framed in a way to quickly deliver the information that supports this value proposition."

DEMO Innovation Tour

continued from page 1

man, DEMO senior VP and general manager.

The objective of the DEMO Innovation Tour was to generate demonstrator applications, increase attendee registration and build a solid base of advocates within the venture community, according to Silverman. "The tour was a marketing engine that helped all lines of the DEMO business."

According to Silverman, the idea for the tour sprang from DEMO alumni events in the U.S., Europe, Israel and Asia. "We use alumni events as an opportunity to stay in touch with the global DEMO community," Silverman said. "This year we leveraged the power of our alumni community and social media platforms to expose DEMO to a wider audience. We were able to do that because each of our alumni has its own social networks. Once we started using the social networking platforms — which cost us nothing — the word of these DEMO meet-ups really spread."

DEMO Co-executive Producer Matt Marshall (r) chats with a guest at a networking event.

The audience for the "DEMO meet-ups" included IT entrepreneurs with new products to launch looking for information on the DEMO process, venture capitalists and those in public relations and the media. "They all wanted to be involved because they're looking for something from each other, either investment money, future clients or a chance to talk to DEMO alumni about how DEMO works as a product launch pad," Silverman said.

Each stop on the Innovation Tour had three components. The first was a networking cocktail party held at a bar in each city. "We promised to buy the first 40 DEMO attendees a free drink, so these parties cost us only $400 each, as we would just take over a public venue" Silverman said. The networking events were marketed solely on Facebook, Twitter, through IT industry blogs, the DEMO alumni newsletter and on Marshall's VentureBeat site and drew anywhere from 100 to 300 attendees.

The next day invitation-only roundtable breakfasts for leading area venture capitalists were held at local hotels with Shipley, Marshall and Silverman. Conversation was 'on the record,' which allowed Marshall to write about the venture news from breakfast meetings on his VentureBeat blog, spreading the word of the DEMO Tour even further. (Each venture capitalist attending was also invited to attend the next DEMO as a VIP.)

In the afternoons, local IDG offices or the offices of Porter-Novelli, DEMO's public relations firms, served as the sites of one-on-one sessions where potential demonstrators could meet with Shipley and Marshall, who ultimately decide which companies will be invited to launch their product at DEMO. (DEMO organizers regularly receive around 300 applications from companies looking to introduce new products but only ask between 60 and 70 of those to present at DEMO.)

Silverman said one of the goals of the tour was to generate applications for at least 100 qualified demonstrators. "We're currently have 126," he said. "DEMO truly is a reflection of the innovation that's taking place — and not just in Silicon Valley."

The next DEMO event will be DEMOfall in San Diego, Sept. 21-23. For more information go to www.demo.com or contact Neal Silverman at nsilverman@nww.

CIO Ambassador

continued from page 1

Vendors who want to be CIO Ambassadors can choose their topics and timeframe. Microsoft signed on for two-months. Package rates begin at 10,000 euros (US$14,000) per month per topic.

The CIO Network includes a variety of social network features, including the ability to create a profile with a photo, connect to friends, recommend colleagues, etc.

In addition, participants can get business card contact details of their peers through a QR code that appears next to a person's profile photo. The member can take a photo of the code on the screen using the camera on their mobile phone, and through a QR reader — the software that comes with many newer mobile devices — the contact details will be automatically added to their address book. If members just need a peer's e-mail address, however, that is visible as text next to the profile photo. QR codes on the CIO Network are automatically generated; no statistics are yet available on how many people are using them.

Key IDG Business Media staff involved in the CIO Ambassador program are Web Coordinator/Business Communities Manager **Mike Hartmann** and Senior Key Account Manager **Sandra Holleber**. Promising negotiations are ongoing for several other prospective vendor participants.

For more details contact ***Sebastian Woerle****, head of advertising sales for Computerwoche, CIO and TecChannel, at swoerle@idgbusiness.de.*

noteworthy people

New employees

IDG WORLD UPDATE

Trice

Previously a senior systems administrator with RGM Networks, **Andrew Trice** joins **PC World** as a senior Web operations administrator. A graduate of Cornell University in Ithaca, N.Y., he holds a B.A. in English literature. In his free time he enjoys golf and antique auto restoration. *andrew_trice@pcworld.com*

PETER SHORT

Edwards

IDC Framingham has hired **Jonathan Edwards** as a research analyst, a title he most recently held at the Yankee Group. At IDC he will focus on enterprise communications infrastructures, including IP telephony, video conferencing and WLANs. He holds a B.A. in philosophy and history from Boston College and enjoys record collecting, golf, skiing and New England sports. *jedwards@idc.com*

Meehan

Richard Meehan is an intern with **IDC Framingham**'s Channel Segmentation Group, helping make the models that the group uses to predict future changes in the electronic hardware channels. He expects to graduate from Norwich University in Northfield, Vt., next year with a B.S. in accounting and managerial finance. In his free time he likes to play ice hockey and go the gym. *rmeehan@idc.com*

PETER SHORT

Broderick

Also a new intern at **IDC Framingham** is **Katie Broderick**, who is working in the Consumer Support Services group generating forecasts and vendor profiles. She has also been an MBA intern with Sun Microsystems' Global Communications division. A graduate of Brandeis University in Waltham, Mass., she holds a B.A. in economics and Spanish and an M.A. in international economics and finance. Her interests include Ultimate Frisbee, cooking and working with Habitat for Humanity. *kbroderick@idc.com*

IDG WORLD UPDATE

Parrick

Katherine Parrick is the new marketing design manager for **PC World** and **Macworld** in San Francisco. The owner of Katnip Creative, she was previously self-employed. She holds a B.A. in English literature from San Francisco State University and an M.A. in cultural economics from the University of Chicago. In her free time she enjoys movies, reading and hiking "with my giant slobbery pitbull." *katherine_parrick@pcworld.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Nominate your office's unsung hero for some well-deserved recognition

Is there an unsung hero in your office? A person whose quiet contributions help ensure the success of the whole group? Why not nominate that individual for some well-deserved recognition as a profilee in our new Unsung Hero feature?

Send your suggestions to world_update@idg.com and we'll do the rest.

IDC-er will bicycle to Paris to raise funds for childrens' charity

*IDC U.K.'s **Paul Crew** will raise funds for a childrens' charity when he participates in an EMC Consulting-organized bike-a-thon in September.*

If you've ever idly dreamed of cycling from London to Paris, why not let IDC U.K. Account Director **Paul Crew** do it for you and raise money for a good cause at the same time?

Crew and "49 other lycra-clad crazies" will be riding from London to Paris on Sept. 4-6 for the U.K. charity Hope and Play, which provides children living in harsh environments playgrounds, textbooks, laptops and other educational materials. Its first areas of operation are the villages and refugee camps in Bangladesh and the Palestine West Bank and Gaza Strip.

The ride is being organized by EMC Consulting, and Crew said that as EMC was one of his clients he was invited to participate. "This is the third year they have done this, and they tell me I will experience rolling countryside both sides of the Channel, cycle past chateaux and over disused railway lines, picnic in fields and eat in French villages and along a canal into Paris. Sounds romantic, though I doubt it will be like that!"

Crew said he was doing the ride because he knew it would be a challenge and to raise money for Hope and Play, whose work is based on a belief that every child has a right to play, grow and learn in a safe and fun environment. "As you will probably imagine, I am sure to face a world of discomfort in doing this ride -- apart from the first 10 miles where I will think I am Lance Armstrong -- and will spend the rest of the year post-ride sitting on an ice pack nursing my sore derriere."

If you would like to make Crew's discomfort worthwhile you can sponsor his ride online on his fundraising page, https://www.bmycharity.com/V2/paulcrew. The team's goal is to raise more than £50,000 (nearly US$70,000), and Crew said he is personally "aiming for somewhere between £500 to £1,000." The charity's founders and volunteers cover all administrative costs, so any sponsorship will go directly to the projects undertaken. "If you are a U.K. taxpayer, you can also gift aid this," Crew said, "and Her Majesty's government will add another 28% to your donation at no cost to you."

For more information go to www.hopeandplay.org or contact Crew at pcrew@idc.com.

WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

31

Heinz Zimmermann *IDG Germany*

25

Esther van Dijk *IDC Benelux*

18

Kenneth Bäckström *IDG Sweden*
Keith Henry *IDC U.K.*

17

Mike Wallace *IDC*
Sally Hudson *IDC*
Ola Fors *IDG Sweden*

16

Carol Glasheen *IDC*
Frank Froma *IDG Netherlands*

5

Anders Sjölander *IDG Sweden*
Håkan Ogelid *IDG Sweden*
Lizah Aman *IDC Malaysia*

14

Keith Kmetz *IDC*
Franz Koivunen *IDG Sweden*
Mette Ahorlu *IDC U.K.*
Christian Jahr *IDG Germany*

13

Rumi Nakano *IDC Japan*
Kitty Fok *IDC Hong Kong*

11

Anne Kittel *IDG Switzerland*
Bjørn Hemmingsen *IDG Denmark*
Andreas Perband *IDG Germany*

10

Stéphane Krawczyk *IDC France*
Anders Engström *IDG Sweden*
Fredrik Claesson *IDG Sweden*
Peer Jensen *IDG Denmark*
Isa Korn *IDC U.K.*
Mike Hartman *IDG Germany*
Marta Powierza *IDG Poland*
Barbara Duphily *IDG*

9

Anthony Strattner *IDC*
Deanne McIntosh *IDG Australia*
Colwyn Munro *IGS EMEA*
Nelly Visanji *IDG Sweden*
Frida Lundh *IDG Sweden*
Jan Duffy *IDC U.K.*
Alan Tong *IDC Malaysia*
Lisa Stevenson *Enterprise Services Group*

8

Daphne Chung *IDC Singapore*
Joanna Kosik *IDG Poland*
Jakub Zurek *IDG Poland*

7

Baláza Barabás *IDG Hungary*
Edgar Fierro *IDC Mexico*
Verity Homewood *IGS EMEA*
David Bhulapatna *IDG Germany*
Kai Schmidt *IDG Germany*
Dirk Steiger *IDG Germany*

6

Turid Hegseth *IDG Sweden*
Hai-Wun Tan *IDC Singapore*
Karen Haslam *Macworld U.K.*
Nancy Gershlak *IDC*

5

Lisa Rowan *IDC*
Reinaldo Sakis *IDC Brazil*
Luc Pruvot *IDC France*
Soo Kyum Kim *IDC Korea*

4

Gábor Papp *IDG Hungary*
Roberta Powell *IDC*
Rebeca Cruz *IDC Mexico*
Flavio Remontti *Now!Digital Business*
Tomoko Nakatsukasa *IDC Japan*
Ikuo Takafuji *IDC Japan*
Damian Hatcher *IGS EMEA*
John Rydning *IDC*

3

Maria Belen Alemany *IDC Argentina*
Masahiro Katayama *IDC Japan*
Yoshifumi Sakuma *IDC Japan*
Mads Bang *IDG Denmark*
Allan Bauer *IDG Denmark*
Kristian Hansen *IDG Denmark*
Louise Shewry *Macworld U.K.*
Sara Knapik *IDC*
David Cohen *IDG*

2

Marco Antonio Seriacopi *IDC Brazil*
Alexandre Vargas *IDC Brazil*
Ricardo Souza *Now!Digital Business*
Sueli Godoy *Now!Digital Business*
Måns Trithipakij *IDG Sweden*
Adam Hassan *IDG Sweden*
Anders Vesterlund *IDG Sweden*
Mario Lombardo *IDC U.K.*
Amy Chen *IDC China*
Sylvester Stanley *Center for Consultancy and Research/India*
Srilatha Dharmavaram *Center for Consultancy and Research/India*
Ramasubramoni Rama Sham *Center for Consultancy and Research/India*
Douglas Green *PC Advisor*
Marek Rzewuski *IDG Poland*
Christian Regner *IDG Germany*
Heike Koehler *IDG Germany*

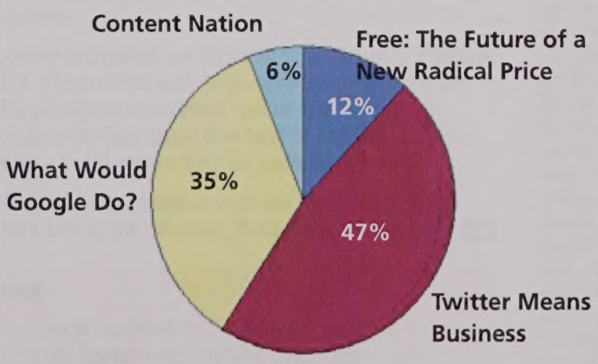
1

Máté Gyepes *IDG Hungary*
Kimberly Robinson *IDC*
Elizabeth Miller *IDG Australia*
Duncan Maitland *IDG Australia*
Siobhan Cole *IT World Canada*
Judith Godinho *IT World Canada*
Darx Amaral *IDC Brazil*
Patricia Lisboa *Now!Digital Business*
Peter Hulleman *IDC Benelux*
Gustav Andersson *IDG Sweden*
Frederik Danvig *IDG Denmark*
Liz Brannan *IDC U.K.*
Chris Lewis *IDC U.K.*
Palan Shanmugakin *Center for Consultancy and Research/India*
Bianca Sykimte *IDC Philippines*
Irene Lien *IDC Taiwan*
Sharmila Devanesamoni *Center for Consultancy and Research/India*
Lennard Hoogenraad *IDG Netherlands*
Arianna Ardia *IDG Netherlands*
Syed Zaidi *IDC*
Thomas Murphy *Computerworld*
Elizabeth Walker *Network World*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

Question of the Week for July 13

Which book would you like to see selected for the next IDG Book Club?



Log on to www.idgcentral.com to answer this week's question:
Which of the following did not make its debut at a DEMO event?

off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by Aug. 19. The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *Downloaded*. The honorable mention winners will also receive prizes.

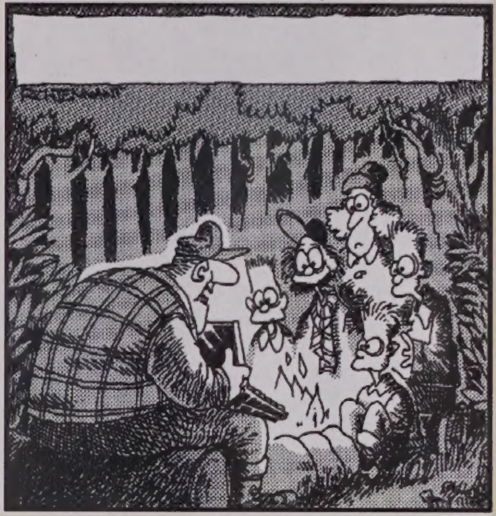
Send your creations to world_update@idg.com or fax them to 617-423-0712.

Webinar: Make money on mobile

More than half of the 250 million cellphone users in the U.S. alone use text messaging. min's Webinar on positioning magazine brands for mobile revenues, featured on the IDG Central homepage, shows how magazines can not only follow their users on mobile platforms but how they can make money from it. It offers ideas on how to find the right tech partners, locate ad opportunities for sponsors and attract new mobile readers.

If you need a login for IDG Central, use the link at www.idgcentral.com to request one.

The 5th Wave **By Rich Tennant**



and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, E for All, Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://

Marketing effort proves to be a piece of cake

IDG Contacts Manager ***Abigail Swabey*** *(l) and Sales and Marketing Assistant* ***Amanda Potts*** *ready to make the rounds to marketing managers in their office building delivering IDG Contacts-branded cupcakes.*

In order to promote the online relaunch of IDG Australia's IDG Contacts database, Contacts Manager **Abigail Swabey** and Sales and Marketing Assistant **Amanda Potts** took their cue from the apocryphal Marie Antoinette story — let them eat cake.

It was Swabey's idea to visit 25 marketing managers in IDG Australia's office building in North Sydney, delivering cupcakes with the IDG Contacts logo. "It was first thing in the morning, and cupcakes are a good marketing ploy to get something noticed," Swabey said. "It was a pleasant surprise for all the marketing managers in our building." And one that worked, as within hours, they had customers calling to ask about the database.

IDG Contacts is IDG Australia's expansion of its list rental business beyond its subscriber lists. It includes contact information, company data and IT data for thousands of Australian businesses that are major IT users, including government, finance, health care, retail and manufacturing businesses.

According to Swabey, the Contacts database, once available on CD, is now online with "a glamorous interface and the ability to segment to markets well beyond IT. Users can run queries by filter rather than have to purchase an entire database on CD, maximizing ROI and reducing waste."

Swabey said she intends to work her way through North Sydney, selling one database, if not more, per building. WU

Passes available for Boston-area attractions

As part of its corporate sponsorship program, IDG currently has admissions passes available for the Museum of Science, the Museum of Fine Arts and the New England Aquarium. Any employee visiting the Boston area may take advantage of this program. You may request up to four passes for the Museum of Science and the New England Aquarium and up to two for the Museum of Fine Arts.

Please send your request to world_update@idg.com.

IDG WorldUpdate

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PUBLISHED WEEKLY FOR INTERNATIONAL DATAGROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG Australia introduces mobile versions of four sites

Code for mobile platform developed in-house; available for IDG businesses

Due to the combination of growing mobile traffic on its sites and clients' willingness to spend money on mobile advertising, IDG Australia recently launched mobile versions of its Computerworld Australia, CIO, Techworld and Australia Reseller News sites.

IDG Australia Managing Online Director **Pascal Hakim** said IDG Australia sites are seeing about 1% to 2% of normal traffic coming in from mobile devices, based on tracking from Google Analytics, Nielsen Site Census, DFP and its own server logs. "I also knew we had the tech skills to launch mobile sites now," he said.

Hakim built the sites over the course of a fortnight. "I was very keen to avoid generating the mobile sites on top of the current system we use and then have to keep updating them as new functionality was deployed on the main sites or database schemas were updated," he said. "What I wanted instead was a system that would take a set of components we already had and build on those."

IAN SHARP

IDG Australia Online Director ***Pascal Hakim*** *has made the code for the mobile-platform sites available for IDG colleagues through the new Worldwide Technology Council (see sidebar page 5).*

The mobile sites sit on top of the existing sites and use IDG Australia's publicly available RSS feeds

continued on page 5

Enter the 2010 employee photo calendar contest

Deadline is September 18. Details on page 6.

New on IDG Central

IW Executive Editor **Galen Gruman** updates his blog: "Rethinking our Web publishing business model."

Inside this issue

CSO tweaks conference to reflect economic pressures, wins kudos *page 2*

One on one: CIO Executive Council SVP, GM Pam Stenson *page 3*

Employees step up to Pan Mass Challenge in fight against cancer *page 4*

Celebrating 10: IDC ASEAN's Lizah Aman *page 8*

IDG keeps profile high in Vietnam with expo, conferences

The economy may be down, but activity at IDG Vietnam and Indochina was way up last month as the company organized its 14th annual expo and two flagship conferences, each of which attracted high-level audiences, including various senior level government officials, ICT executives, members of the press, and IDG Chairman **Pat McGovern** and his wife Lore Harp McGovern.

OPENING CEREMONY
Lần thứ
14
6 - 19/07
2009

The ribbon cutting ceremony of Vietnam Computer Electronics World Expo 2009. L-R: ***Patrick McGovern****, IDG chairman; Hoang Van Dung, vice chairman of Vietnam Chamber of Commerce and Industry; Do Trung Ta, president of National Council on Science and Technology Policy; Nguyen Thien Nhan, deputy prime minister of Vietnam; Nguyen Thanh Tai, vice mayor of Hochiminh City; Nguyen Minh Hong, vice minister of Information and Communications; Nguyen Anh Tuan, chief of the National Steering Committee of ICT Secretariat, and Nguyen Quan, vice minister of Science and Technology.*

Vietnam Computer Electronics World Expo, now in its 14th year and firmly established as the leading ICT event in Vietnam and Indochina, took place July 16-19 at the Saigon Exhibition and Convention Center, the newest and most modern meeting venue in the country.

"The Computer Electronics World Expo is regarded as the most prestigious ICT event in the region," said **Tam Le**, managing director of IDG Vietnam and Indochina. The event attracted some 300 international and national enterprises eager to showcase their products and services to the 220,000 visitors who flocked to the convention center over the four days. International visitors included groups from Japan, the U.S., Korea and China.

On July 15, IDG Vietnam and its government partners organized Vietnam ICT Outlook, which took place at the Park Hyatt Saigon Hotel. Vietnam Deputy Prime Minister Nguyen Thien Nhan addressed the more than 500 attendees gathered to review and analyze developments in the region's ICT industry and discuss strategy and plans for the five-year period 2010-2015.

continued on page 2

CSO tweaks conference to reflect economic pressures, wins kudos

A couple small changes to the standard format of the CSO Executive Seminar series resulted in a unique event that garnered "overwhelmingly positive" feedback from attendees and sponsors alike. Last month's CSO Executive Seminar focused on the implementation and implications of a soon-to-be-enacted data protection and breach notification law.

The law, Mass 201 CMR 17.00, requires that any company that maintains personal data on any Massachusetts resident be in compliance by January 2010. Personal data is defined as first name or initial and last name along with one of the following:

- Social security number.
- Financial account number.
- Driver's license or state identification number.

LYNN HOLMLUND

*L-R: **Cress O'Brien**, registration specialist, Executive Programs; **Christina Tashjian**, associate event Planner, Executive Programs; **Per Melker**, senior national director, CSO Sales; **Ellen Daly**, senior VP, Executive Programs; **Lafe Low**, conference content manager; **Deb Begreen**, director, Event Operations; **Erica Foster**, client services specialist; **Sarah Reagan**, event planner; **Lauren Wilson**, senior marketing specialist. Not pictured: **Bob Bragdon**, publisher; and **Roz Burke**, regional sales manager, CSO.*

And while Massachusetts is not the first state to implement such a law, what is notable about the Massachusetts law is that it is quite restrictive and broad-reaching, said **Lafe Low**, editorial manager at CXO Media, responsible for developing conference content and recruiting speakers. Accordingly, the approximately 70 attendees represented a broad swath of industries including retail, government, health care and academia.

In a break with the traditional full-day agenda, last month's CSO Executive Seminar adopted a half-day format, allowing attendees to come and then return to work, Low explained. "In this economy, we want to make it especially easy for our attendees to justify theit attendance and with this local, half-day format they didn't have to spend for airfare or hotel, and they only missed a half day of work."

In addition, rather than holding the conference in a major city — such as New York or San Francisco or Chicago, as is customary — Low and the Executive Programs team decided to hold the seminar at the company's Framingham, Mass., office. "We wanted to host the event locally; we have the appropriate facilities here and well, the price was right!" Low said. "Not having any airfare or hotel charges is a huge savings for both CXO and our attendees."

Speakers included Matt Karlyn, senior counsel at Foley & Lardner LLP, who helped attendees understand the nuts and bolts of the new law; and David Murray, general counsel, Massachusetts Office of Consumer Affairs and Business Regulation (OCABR), the agency that regulates the law. After explaining the state's rationale for implementing the law, Murray answered questions from the audience. In addition, CSO Publisher **Bob Bragdon** conducted a panel discussion with four industry leaders focusing on what organizations must do to ensure compliance with the new law.

"Attendees were overwhelmingly positive in their feedback," Low said. "They especially appreciated the outside counsel perspective juxtaposed with the inside scoop from the Massachusetts Office of Consumer Affairs. They also very much appreciated the extensive Q&A session with the general counsel for the Mass OCABR — we probably could have let that go on all afternoon."

Because the law has national and even international impact, Low said it may be necessary to spread the word on a wider basis. One way CSO is doing this is to post a podcast of an interview conducted by CSO magazine Editor **Derek Slater** with Karlyn on CSOonline.com. In addition, a "Post Conference" tab on the Web site contains presentations and other relevant materials. "These post-con sites are quite popular with our attendees," Low said. "They add value to the content and generate a sense of community."

Visit www.cio.com or contact Lafe Low at llow@cxo.

IDG Vietnam

continued from page 1

The e-Government Symposium is a national symposium hosted by the National Steering Committee for Information Communication Technology and Ministry of Information and Communications, and organized by IDG Vietnam in association with Hochiminh City People's Committee. The two-day symposium, held July 16 and 17, drew more than 1,500 high-profile attendees, which included 20 mayors from various cities and provinces and 45 persons in charge of ICT development from 45 (of the total of 64) cities and provinces throughout Vietnam.

The McGoverns attended all of the opening ceremonies, and IDG's chairman met with Deputy Prime Minister Nguyen Thien Nhan as well as various local partners and clients of IDG Vietnam.

For further information, please contact Ms. Hien Bui, head of public relations and communications, at hien_bui@idg.com.vn.

the interview

one on one

Pam Stenson
The senior VP and general manager of the CIO Executive Council is this week's columnist. Reach her at pstenson@cio.com.

CIO Executive Council at-a-glance

Established 2004

Location Framingham, Mass.

Membership The Council is represented by senior IT leaders spread across 17 countries. ...e community is made up of more than 650 IT executives representing global CIOs and up-and-coming IT leaders.

Number of CEC-dedicated staff 31

Annual membership cost
- Associate @ $5,000: self-service venue registration and content access.
- Core @ $13,500: mostly for the higher education, not-for-profit and state/local government communities.
- Advisory @ $20,500: mid-market companies.
- Leadership @ $38,500: reserved for the Global 500 CIOs and named accounts.
- Pathways @ an average of $5,000/seat: for up-and-coming IT executives who are not yet CIOs .

Primary FY10 goals
- Grow the Pathways program (http://council.cio.com/pathways.html).
- Expand internationally.
- Extend our reach across nterprises versus serving only one individual at a company.
- Grow and diversify our product offerings by leveraging all IDG brands.

Q What is the CIO Executive Council?

A The CIO Executive Council comprises hundreds of the world's leading chief information officers who, together, form the most unbiased and reality-tested peer-advisory resource available to the profession. We have no vendors, no consultants or analysts — unlike similar associations in the industry — no hidden agendas, just IT leaders from Fortune 500 and mid-market organizations, CIO Hall of Fame veterans and rising stars, all committed to help members save time and money, avoid mistakes and make better decisions. Collectively, the Council is a bellwether for the profession and voice of influence in the IT industry.

Q What does the CIO Executive Council offer its members?

A We strive to understand each CIO's strategic challenges and upcoming decisions, which we address by facilitating one-on-one peer interactions, intimate in-person discussions and private forums at CIO magazine's major events. We work with them to obtain or create content and tools so they don't need to reinvent the wheel. And through visibility via our media and events sister companies and third-party partners, we essentially create a personal public relations plan for each member.

Q How do you try to attract new members?

A We do a number of outreach programs each month including prospecting e-mail campaigns through the subscriber databases such as CIO, Network World and Computerworld. We also run print and banner ads with these brands. In addition, we support events such as NWW's IT Roadmap and all of the CXO regional and national conferences, which has yielded us a solid return. Our sales staff is extremely resourceful using tools such as LinkedIn, which lately has become the database of choice and assists in getting us through the gatekeepers. Recently we began driving leads through our public newsletter and select publicly released content and tools on CIO.com and council.cio.com.

Q How does your team support the members?

A The Council's program management office proactively analyzes the trends, behaviors and content downloads of our client base, and in turn reaches out with offerings to serve their needs. For example, in the month of June there were 860 pieces of content downloaded by the member community, the most popular being a member-contributed scorecard and strategy map. Given the interest level on this subject, the program management office will schedule a group member call on this subject, recruit the member who contributed the content to moderate the call, and promote the call on the member portal and other internal touch points.

Our highest paying members are mostly made up of Global 500 CIOs. While downloading content and attending group calls is available to them, typically they don't participate in this type of activity. We serve this community with "white gloves." Upon joining the Council, an assigned program manager conducts a personalized consultation and will work to provide a plan including the opportunity to influence the profession and business community, increase their global visibility as a thought leader, enhance the global reputation of their organization, consider how to leave a legacy and give back to the CIO community, manage staff development and provide exclusive interaction with other global CIOs and thought leaders.

Q How might the Council work with IDG business units outside the U.S.?

A In FY10 we are looking to partner with our sister companies in Asia and Europe and through vertical business units such as the IDC Insights groups. For example, we would create a revenue-sharing opportunity with, say, a European CIO title, in return for leads. We can also provide member speakers and content for our sister companies' international events in return for branding presence for the Council.

Q In what ways might the Council be able to further leverage IDG?

A In the past many of our members did not know our parent is IDG. In recent months we have begun awareness efforts to demonstrate the power of our collective brands and how that translates to value for our paying customers. Given the view across IDG and the passion our members have for driving the IT profession versus "letting it happen to them," we truly believe we are the one entity within IDG that can orchestrate a movement across our enterprise that serves the profession and our members, given the obligation they feel to make it right. Our first objective is to replicate what we have done within CXO Media in the areas of print, online, and events helping us deliver the value we promise to our members all over the globe and increase reader revenue for every IDG brand.

Read this column on IDG Central for more about member-contributed content, the Pathways program and recent accomplishments. WU

Employees step up to the Pan Mass Challenge in fight against cancer

Among the more than 5,000 people who participated in the 30th annual Pan Mass Challenge (PMC) earlier this month were several faces very familiar to the denizens of 5 Speen Street. **Amie White**, IDC's VP of business development, who was diagnosed with ovarian cancer in March 2006, just days before she and her family were to relocate with IDC to Singapore, is the inspiration behind team Pedal to the Mettle. And joining White this year were eight family members and friends, including IDC Chief Research Officer **John Gantz** and Director IDC Sales Advisory Practice **Lee Levitt**. Former IDC-er Elizabeth White also rode with the team.

Amie White, a 14-year IDC veteran, was less than a year out from her first round of chemotherapy when she and her husband Greg rode in their first Pan Mass Challenge in 2007. The longest version of the multi-route PMC, which White's team rode, is an almost 200-mile, two-day trek across more than half the state of Massachusetts that raises money for the Dana-Farber Cancer Institute. Last year, basking in the relief of believing her cancer to be in remission, Amie and Greg were joined by Greg's brother and his wife and team Pedal to the Mettle was born, raising just under $20,000 for Dana-Farber.

Above: Members of team Pedal to the Mettle near the finish line in Provincetown, Mass., having ridden close to 200 miles in two days. L-R: Todd Pantezzi, ***Amie White****, Andrew White, unknown rider, Greg White, Elizabeth White (hidden),* ***John Gantz****. At right:* ***Lee Levitt,*** *also a member of Pedal to the Mettle, pedals in his 11th Pan Mass Challenge.*

In October 2008, White learned that the cancer had returned and that she would have to undergo another round of chemotherapy. "When she told me that she would nonetheless be riding in this year's Pan Mass Challenge, I told her that if she could do it, I would do it," said Gantz, who is White's manager and had not ridden a bicycle more than a few miles for 30 years.

Levitt, who has ridden in 11 PMC rides, said he has ridden on several teams before but "was never as personally motivated as with this one for Amie."

White turned 40 last week and faces a six-week round of radiation later this month. Noting that the doctors have told her she will never again be cancer-free but will henceforth be a "person living with cancer," White said she had a lot tied up emotionally in this year's ride. First and foremost, "I rode because I can," she said. And then there were the skeptics to silence. "Some people asked if I was up to the task," (White finished her last round of chemo less than five weeks prior to the ride) "and some said I shouldn't." And finally, said White, "this disease impacts everyone I know. I rode for them. I rode to help raise money to help find a cure for cancer, whether it's mine or someone else's."

With each rider required to raise just over $4,000 in order to participate, some members of Pedal to the Mettle set far more challenging goals for themselves. For Levitt, who initially thought the PMC seemed "like a great ride," the understanding that it was much more occurred just minutes after starting his first ride more than a decade ago. "Some friends had asked me to join them, and we were about 15 minutes into the ride, in the hills of Sturbridge at 6:30 on that Saturday morning. I saw people sitting by the side of the road with signs saying 'thank you for supporting us.' At first I didn't get it. Then I realized they were cancer survivors. That's when it turned into a cause for me."

"For me, this started as a personal commitment to Amie," said Gantz, "but it grew to be more of a general effort to help raise money for cancer research. Once I started counting up all the people I know who have been touched by cancer or who have succumbed to it, it became a no-brainer to try and raise money for research." To date, Gantz's effort has added $9,400 in donations to the team's total, including $1,400 in IDC matching gifts.

And for White, who said she kept setting and meeting and resetting her goal in the months leading up to the ride, the generosity of family, friends, co-workers and clients has been overwhelming. "Everyone at IDC has been over-the-top wonderful — from emotional and moral support to monetary support toward my fundraising goals.

"I have to say, I am one exceptionally lucky person to have the friends I do. I could not have been as strong without the family and friends that I have in my life."

To date, the members of Pedal to the Mettle have raised just over $55,500, "every penny of which goes to the fight against cancer," White said.

Donations are still being accepted. If you would like to help Pedal to the Mettle reach its $60,000 goal, go to https://www.pmc.org/egifts/ and search by name or by rider number to make a donation: Amie White (AW0069), John Gantz (JG0275), Lee Levitt (LL0033).

For more information, visit www.pmc.org.

'Every pedal stroke is making a difference'

A milestone birthday was the spur that prompted IDG Communications SVP, sales and marketing, **Matthew Yorke** to try his first Pan Mass Challenge (PMC) last year. "I was turning 40 and wanted a goal and was looking to do something meaningful," he explained, noting that prior to his first PMC, he was not a regular bike rider.

This year, Yorke has been training since April, and rode the 158-mile Wellesley to Bourne and Bourne to Wellesley route, shaving 45 minutes off his time from last year. But more important, he said, he was able to ride alongside some people directly impacted by the disease — a 32-year-old woman whose mother had died from cancer at age 32 and a couple who lost their 10-year-old son to cancer in January — "which really makes you realize why you get up at 5.30 a.m. to train and put in hours and hours of bike time and push yourself to the limit in 85-degree heat in August ... because every pedal stroke is making a difference and hopefully saves a life. I also met quite a few survivors who ride to make a statement that they cannot be beaten — it's very, very inspiring and somewhat humbling.

"Everybody has somebody they know fighting cancer," Yorke said, noting that he has lost his mother-in-law, his grandmother and his aunt to the disease. "I ride to try and make a small difference. It's a huge sense of achievement and to think that in a small way we might help somebody survive ... it's hard to explain but you just feel much better about yourself."

Yorke is still a few hundred dollars short of his $4,000 goal. If you'd like to help put him over the top, visit https://www.pmc.org/egifts/ and search for Matthew Yorke by name or rider number: MY0017.

IDG Australia's mobile sites

http://m.computerworld.com.au
http://m.cio.com.au
http://m.techworld.com.au
http://m.arnnet.com.au

IDG launches Worldwide Technology Council

As a means to quickly develop and share new products essential to IDG's business — and save costs at the same time — the newly formed IDG Worldwide Technology Council (WWTC) is off to a fast start with several short-term projects completed.

The council, which already has more than 70 members listed in its skills directory, is made up of technology specialists from IDG subsidiaries. The group includes Web designers, developers, producers, system administrators, network administrators, database managers and other IS specialists who can share best practices, solve common problems, collaborate on new products and services and serve as a support resource for their peers around the world.

The WWTC's accomplishments so far include a skills directory; a product sharing (code) area for projects such as IDG Australia's mobile platform (see page 1), a project collaboration area and a place for best practice documents.

All technologists at IDG subsidiaries interested in participating with the WWTC should contact **Ray Anderson** at randerson@idgenterprise.com or **Julie Lynch** at julie_lynch@idg.com, or sign up at http://tech.idgenterprise.com.

More details about the WWTC are available with this article on IDG Central.

Mobile

continued from page 1

to choose which content to display, "rather than hooking in at a much lower level, such as directly into the database, to retrieve lists of stories," Hakim explained. He added that IDG Australia's investment was only in developer time and that no extra hardware or software had to be bought. Code for the mobile platform is available to other IDG business units through the Worldwide Technology Council (see sidebars).

Hakim said that when IDG Australia started looking at how people were using mobile phones to browse sites on the Internet, they noticed something very quickly — "almost everyone that did it was using a fairly high-end device such as an Apple iPhone, a Nokia E71 or a Blackberry Storm."

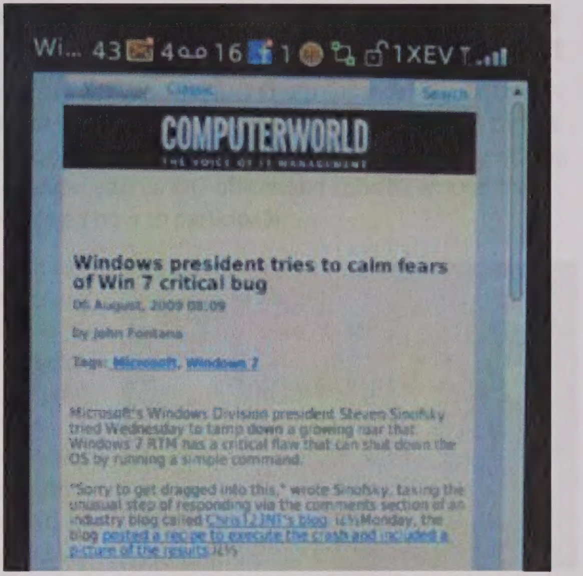
Those devices all have much bigger screens than what was available on previous mobile devices, and they have faster connectivity, according to Hakim. "With those bigger screens, we are also seeing people read longer documents. We realized we could easily build a set of mobile sites that could be optimized for those phones and provide a good experience to readers. This also gives something new for our sales people to take to their clients."

Hakim said he did not go out of his way to test the sites on more regular, lower-end mobile phones, "as we did not feel that there would a huge demand for readers on those phones." However, he said he did some testing on phones that were in the PC World Australia Test Center for review while he was developing the new mobile sites. "At the time, one of those phones was the Samsung E2510 for AU$59 (US$48), and the sites loaded just fine with the exception of a slightly squashed logo."

Hakim added that most of IDG Australia's mobile site readers are using devices that are powerful enough to display the regular, non-mobile sites if they choose. "We are not that far away from a time where readers will expect Web sites to have a mobile-optimized version," he said. "We always have a link for mobile readers that allows them to switch between the mobile and the full version of the site," he said. "We are also very keen to avoid a situation where people on mobile devices are forced to use a cut-down site, which is something we've seen on some sites here."

Hakim said that some of IDG Australia's competitors have mobile platforms, "but most of them seem to offer sites with just their latest 10 articles and not much else."

IDG Australia's mobile sites provide the main areas of each site: the homepage, all of the section pages and all standard article pages. "Together, these represent over 85% of the sites' content," he said. Additional sections, as well as support for user registration and lead generation, will be considered going forward.



Windows president tries to calm fears of Win 7 critical bug

06 August, 2009 08:09

By John Fontana

Tags: Microsoft, Windows 7

Growing mobile traffic and clients' willingness to spend money on mobile advertising spurred development of IDG Australia's new sites.

IDG Australia recently sold its first mobile sponsorship and is currently offering only run-of-site sponsorship to advertisers. "With the numbers we currently have, we are limited to just one sponsor per site," Hakim said. "As we get more traffic — and I'm expecting our numbers to go up as we've recently fixed an issue on our main site that stopped some iPhone users from being sent to the mobile sites automatically — we will be looking at slicing the traffic up a little more. Interestingly, the most popular stories for our mobile users are mobile phone- and carrier-related."

Write to pascal_hakim@idg.com.au. WU

IDG business units can adapt IDG Australia's mobile-device platform

The code used for IDG Australia's mobile-device platform is available to other IDG business units. The platform is built on Ruby on Rails and requires very little integration to be added to an existing site, according to IDG Australia Online Director **Pascal Hakim.** Home and section pages are implemented through RSS feeds. Article display is done by converting an IDGML version of the content into a mobile-friendly version. IDGML is currently being used by business units to export and import stories to the IDG News Service, so most business units should already support it.

"To use this code, you will need to have some RSS feeds for the sections you want to populate and an IDGML version of any content you want published," Hakim said. "We also have basic Doubleclick and Google AdSense support for ad serving."

Hakim said the code is available through the recently announced IDG Worldwide Tech Council at: http://tech.idgenterprise.com/ (see sidebar at left).

noteworthy people

New employees

A recent graduate of Bournemouth (U.K.) University with a B.A. in business studies, **Katie Blake** joins **IDG Communications U.K.** as an account executive. Outside the office, she enjoys meeting new people and rock climbing. She recently climbed Mt. Tubkal in Morrocco and finished a 5K charity run for breast cancer, "an accomplishment because I am a very bad runner!" *katie_blake@idg.co.uk*

IDG WORLD UPDATE

Albang

Network World has hired **Katie Albang** as an online regional sales manager. She was previously a senior account executive with CBS Interactive and is a graduate of California Polytechnic State University/San Luis Obispo with a B.A. in graphic communication with a print management focus. In her free time she enjoys traveling, running and sports. *kalbang@nww.com*

Nadeau

Sarah Nadeau joins **CSO** as a sales associate, coming from Linkage where she was a public training fulfillment specialist, coordinating logistics and materials for public corporate training workshops. She earned a B.S. in communication studies with an emphasis on public relations and advertising from Liberty University in Lynchburg, Va. Away from the office she also works as a relationship consultant ("read: matchmaker – three of the couples I set up recently got married") and personal image consultant. She also enjoys hiking and cooking. *snadeau@cxo.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDC India cited in Newsmakers study

IDC India recently made the Top 10 lists in two segments of the Business Today-Cirrus Newsmakers Study. The annual survey, conducted by one of India's leading business publications, ranks CEOs, companies and groups that get the most mentions in the press on issues of national and global significance from an Indian perspective. The results appeared in the May 31 issue of Business Today magazine.

In the Consulting Firms category, IDC India appeared at No. 9 in terms of Image Rank. In terms of Quality of Exposure, the company came in at No. 4. This is the first time IDC has appeared in the survey's Top 10 list.

IDC India sent out a letter, signed by Country Manager **Kapil Dev Singh**, to its top customers in India along with a reprint from the magazine. Other customers and key media contacts received an e-mail version of the letter, and a banner ad appears on the company's home page, www.idcindia.com.

IDC (India) Ltd., based near Delhi, has an agency relationship with IDC's headquarters in Framingham, Mass. IDC also has a subsidiary operation in India, the IDC Center for Consultancy and Research in Bangalore, which supports IDC's global and regional international operations in the area of market research and other functional areas.

*Write to Associate VP **Vishaal Bhatnagar** at vbhatnagar@idcindia.*

Correction

The story about IDG Sweden's iPhone contest (IDG World Update, July 13, 2009) included an incorrect currency calculation about user revenue. The headline and article should have showed that after taxes and service fees, IDG Sweden collected SEK 57,000 (US$7,300) in user revenue.

Attention photographers: just over a month left to enter the IDG Photo Calendar Contest

Now in its 26th year, the IDG Photo Calendar is your opportunity for worldwide fame and — should your entry be one of the top three vote getters — even some spending money. The calendar adorns IDG offices and cubicles around the globe. Here's how to participate:

2009
Employee Calendar
IDG

- Submit up to two color or black-and-white digital images, prints or 35mm slides on any subject. An electronic image must be a large, high-resolution file of at least 240 dpi.

- Vertical or horizontal orientation; no panoramic widths.

- Each entry should be clearly labeled with your name, business unit, telephone, fax number and e-mail address. If submitting electronically, please be sure to include this information along with the file. If submitting a traditional print, a business card taped to the back works well. Please do not write directly on the back of your photos.

- Please be sure to include a title for your photograph(s).

- Entries must be received by Sept. 18, 2009.

- Twelve photos will be selected (employees vote via IDG Central in late September); first, second and third prize winners will receive $300, $200 and $150, respectively.

Send photos to: IDG World Update, Photo Calendar Contest, 1 Exeter Plaza, 15th floor, Boston, MA 02109 U.S.A. or world_update@idg.com. Photos will not be returned.

Questions? Write to world_update@idg.com. Good luck! WU

New classified ads on IDG Central

For sale: New England Patriots tickets. Section 334, row 17, seats 12-18. Package of seven tickets; $89 face value, selling for $50 each. Don't have to buy all seven. Aug. 20 vs Cincinnati Bengals 7:30 PM (pre-season game 2) Sept. 3 vs NY Giants 7:30 PM (pre-season game 4). Contact Peter Short at pshort@idc.com.

Wanted: Television or monitor that has composite jacks (the A/V inputs that are usually divided into yellow, red, and white). I don't care if it's 5" or 35", CRT or LCD, color or B&W, so long as it's affordable. Contact ken_gagne@computerworld.com.

Ride share: I'm looking to share my ride from Worcester (WPI) to Framingham (492 OCP) and back on most Mondays and Fridays. My work hours are 9 a.m. to 5:30 p.m.. Contact ken_gagne@computerworld.com.

Go to www.idgcentral.com (People tab, Classified Ads) for vacation rental home listings and more. Open to all IDG employees. Post an ad today!

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

31
Heinz Zimmermann *IDG Germany*

26
Georg Sing *IDG Germany*
Mary Fanning *IDG*

23
David Hill *IDG Int'l Publishing Services*
Chris Cuoco *IDG*
David Bromley *IDG World Update*

22
Roseann La Bruno *InfoWorld*

21
Nancy Sheehan *IDG*
Michael Malone *IDG*

20
Heinrich Vaske *IDG Germany*
Simon Salamon *IDC*
[illegible]dley Christenson *IDC*

19
Sven-Erik Remmare *IDG Sweden*

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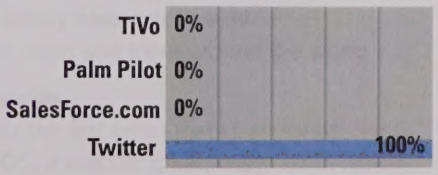
Christopher Olszewski *CXO Media*
Christina Tashjian *CXO Media*
Simone Levien *CXO Media*
Kory Salsbury *IDG*
Michael Latchford *IDG Global Solutions*

Any business unit may send anniversary information to world_update@idg.com.

Question of the Week results for July 27?

Which of the following did not make its debut at a DEMO event?



Log on to www.idgcentral.com to vote on this week's question:
Does the anticipated partnership between Microsoft and Yahoo pose a serious threat to Google's search supremacy?

celebrating 10!

Name
Lizah Aman

Home
Kajang, Selangor, Malaysia

Joined IDC
Aug. 1, 1994, as an Administrative Assistant.

Current title
Administrative Manager. Since my direct manager is the managing director for IDC ASEAN (consists of five countries: Malaysia, Indonesia, Philippines, Thailand and Vietnam) I take care of the operations for administration and finance for these countries. Basically I manage the administrative staff from the five countries.

Three things I do in a day's work
1. Make sure the administrative needs for the five countries are in order.
2. Evaluate expenses for the five countries.
3. Check the finance-related matters for Malaysia, Indonesia and Philippines.

Most challenging part of my job
The need to overcome barriers when communicating with people of different backgrounds, cultures and languages.

Best part of my job
Receiving recognition for a job well done.

Latest accomplishment
Being recognized with a Best Teamwork Award for my work with other administrative assistants in Asia Pacific in putting together a welcome package for visitors to our offices.

I joined IDG because
Being part of an international company really makes a difference in the way I think about my job and the way I make decisions.

What's kept me at IDC
There's no perfect sentence to explain what has kept me at IDC for 15 years. I just have to say… time flies.

What I'm doing to be a better employee
I always focus on my task and day-to-day jobs. I always check myself to be productive each day and to make sure that I give maximum results.

Interests outside the office
Jungle trekking, traveling and learning about new cultures in other countries.

I wish I could
Perform on stage, singing live to a big audience.

*IDC ASEAN's **Lizah Aman** was the guest of IDG Chairman **Pat McGovern** at a dinner celebrating her 15 years of service to the company.*

Family
My husband Khairul Bin Khalid and I have one daughter, Khadijah, who is 7 years old.

Dream destination
New Zealand

Last good deed
I teach mathematics and English classes at an orphanage on the weekend.

First job
Secretary to senior manager at Mayban Finance Card Services.

What it taught me
To be meticulous in my job.

Collection
Stirrers from restaurants that note the name of the restaurant and city. Also pins from around the world.

Favorite gadget
Nintendo Wii.

My last meal would be
Fruit salad and yogurt.

What others can't tell just by looking at me
That I am a nice person to be with, talkative and softhearted.

If I won the lottery tomorrow, I would
Settle all my debts and travel around the world.

Manager's profile
"I remember the first time I met Lizah for her interview with IDC, it was her great, warm smile which impressed me most. She has been one of the key pillars of support for the growth of IDC Malaysia and now ASEAN."

— Selinna Chin, managing director, IDC ASEAN

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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Pam Stenson *CIO Executive Council*
Amie White *IDC*

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International Data Group is the world's leading technology media, events, and research company. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers. Media brands are in more than 90 countries and include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. The company's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, OpenSource World, E3 Expo, DEMO, Storage Networking World, and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. Additional information is available at http://www.idg.com.

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GamePro partners with 7-Eleven for free, in-store game guide

Last year the U.S.-based 7-Eleven chain of convenience stores came to GamePro Media about placing an ad in GamePro magazine to support the launch of the chain's in-store game section. "After talking with them about their overall business objectives, we realized there was something much bigger we could offer," said **Marci Yamaguchi Hughes**, GamePro Media general manager. This month, GamePro launched the first free quarterly game guide — the 7-Eleven Game Guide — written by GamePro staff with a print run of a million copies, exclusive to 7-Eleven stores.

"It's expected to give 7-Eleven clout with gamers while the chain gives GamePro access to about 6 million pairs of eyeballs a day at the point of purchase at all 6,000 7-Elevens in the U.S.," Hughes said. "Such partnerships are also good for the video game industry because they simultaneously appeal to current gamers and educate incremental users."

IDG WORLD UPDATE

*Staff show off the new, free Game Guide, which will be available in all 7-Eleven stores in the U.S. (L-R): **George Jones**, GamePro Media SVP/executive creative director; **Nick Geist**, sales director; Graphic Designer **Andrew Yang**; **Nancy Jonathans**, PC World production director; and **Marci Yamaguchi Hughes**, general manager.*

Hughes said that 7-Eleven found GamePro an appealing partner for two reasons. "First, we're a trusted brand that's been around for a long time. Second, our expertise in evaluating games will benefit 7-Eleven in that we can give them guidance around which games to stock in 7-Eleven stores and which games to brand as 'GamePro Hot Picks' — essentially

continued on page 5

> *"Our ability to bundle ad spending across the guide and GamePro magazine and our network of sites increases our reach and importance exponentially. It's a powerful value proposition for our advertisers and incredible brand visibility for GamePro Media."*
>
> *— Marci Yamaguchi Hughes, GM, GamePro Media*

New on IDG Central

Video: IDG Communications CEO **Bob Carrigan** accepts Innovators Award.
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San Francisco employees get dedicated Lynda.com training room *page 2*

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Celebrating 10: IDC A/P's Selinna Chin marks milestone *page 8*

Readers take charge at Zoom.nl and produce June issue

More than 50 'Zoomers' vie for a chance to serve as guest editors-in-chief

IDG Netherlands has built its ZOOM franchise to be the No. 1 source of information on digital photography in the country. The foundation of that success is user-generated content, such as the more than two million photos uploaded to Zoom.nl's Web site, the popular online reader-led forums and reader-written articles and product reviews for the magazine – also called Zoom.nl — that feature photos by Zoomers, as the fan base calls itself. Recently, the editorial team took user involvement to a new level and experimented with user-managed content.

De geboorte van een thema
Fotograferen als een pro

The four Zoom.nl readers who were selected to serve as guest editors for the magazine's June issue pose during a photo shoot.

For the June issue of Zoom.nl, Editor-in-chief **Remco de Graaf** temporarily stepped aside and gave control to four readers who served as guest editors-in-chief. They, along with 50 other serious applicants, had responded to the contest announcement in March and wrote an essay about why they wanted to work on the magazine. The two men and

continued on page 4

newsworthy

in brief

IDG opens wholly owned subsidiary office in Cambodia

IDG continued its expansion into Southeast Asia last month with the opening of a wholly owned subsidiary office in Cambodia. IDG Asean Representative Office in Cambodia, located in the capital city of Phnom Penh, will be headed up by Ms. **Van Anh Truong**, chief representative. She will, in turn, report in to IDG Vietnam and Indochina Managing Director **Tam Le**.

IDG has been active in the IT events market in Cambodia since 2005 when it organized what has become the annual ICT Cambodia World Expo, the fifth iteration of which was held this past April. In February of this year, the company produced a very successful Banking Cambodia conference, and two more events — Cambodia Finance International Conference, held in July, and CamBuild World Expo, slated for November — round out the local offerings. To date, these events have been organized by IDG Vietnam and Indochina; henceforth they will be run out of the IDG Asean office in Cambodia.

Plans are for the new office to launch online Computerworld, Network World and CIO sites during FY10.

A ribbon-cutting ceremony was held on July 18 to mark the official opening of the office. On hand were IDG Chairman **Pat McGovern**, as well as a number of local government officials including Secretary General of National ICT Development Authority Phu Leewood; Secretary of State of the Ministry of Posts and Telecommunications La Narath, Secretary of State of Ministry of Economy and Finance Chea PengCheang; and Secretary of State of Ministry Land Management, Urban Planning and Construction Pheoung Sophean. A number of clients, local press and all eight members of the current staff were also in attendance.

*IDG Chairman **Pat McGovern** and his wife Lore Harp McGovern help to cut the ribbon inaugurating the new IDG Asean Representative Office in Cambodia. Also pictured (l-r): Phu Leewooth; Pheoung Sophean, Chea PengCheang and **Chipphal Ouk**, business development manager, IDG Cambodia.*

Since being granted membership in the World Trade Organization in 2004, Cambodia has been moving rapidly toward globalization, and its economy has continued, albeit at a reduced rate, to grow during the past few years. Cambodia's GDP growth in 2007 was 10.2%; in 2008, 6.7%; and 2009 growth is expected to total 2.1%. With a population of approximately 16 million people, the country has some 4.4 million wireless subscribers and some 40,000 Internet users.

A Web site for for IDG Asean Representative Office in Cambodia is under construction at www.idgcambodia.com. For more information, contact Van Anh Truong at anh_truong@idg.com.vn.

IDC rebrands Insights groups to achieve stronger positioning

IDC Energy Insights

IDC Financial Insights

IDC Government Insights

IDC Health Insights

IDC Manufacturing Insights

IDC Retail Insights

IDC recently announced it is unifying the IDC and Insights brands to achieve a stronger positioning for IDC with its vendor and IT buyer audiences.

Previously, the Insights companies, which cater to end users in six sectors — financial services, health care, manufacturing, energy, government and retail — had been branded with the vertical market first, i.e., Financial Insights, an IDC company. Now, each brand will have the IDC name first, i.e., IDC Financial Insights.

IDC VP Marketing **Miriam Kutcher** noted that IDC has come to understand that the IDC brand is well-known to end users, and the Insights business is similarly recognized in the vendor community. That was not the case when IDC began launching the Insights groups in 2002 and tried to maintain more of a distinction between IDC and Insights.

"We've now developed more collaborative sales teams, and we have new research initiatives between IDC and Insights analysts — on a regional and global scale — which is another reason to tie the brands more closely together," Kutcher said.

These initiatives include IT for Better Government (see IDG World Update, June 22, 2009) and forthcoming security collaboration between IDC's Security Products and Services group and IDC Financial Insights.

In addition, the name for the collective six-sector group will be IDC Insights Research rather than Industry Insights. When referencing multiple Insights groups, the wording should reference "IDC Insights research."

Write to mkutcher@idc.com.

San Francisco employees get dedicated Lynda.com training room

*PC World/Macworld Online Advertising Operations Coordinator **Keri Campbell** settles in for some online training.*

In response to a request on the yearly IDG Employee Survey for a quiet space set aside for training, IDG Human Resources in San Francisco recently opened a refurbished office designed specifically for Lynda.com online technical training courses (see IDG World Update, Oct. 8, 2007 for more information). The small office has both a PC and a Macintosh attached to one monitor; both machines are loaded with Adobe Creative Suite 3 Design Premium and Microsoft Office and will be upgraded periodically. Lynda.com offers an array of technical training sessions, including Microsoft Office, Photoshop, Flash, Dreamweaver, XHTML, CSS, Illustrator, podcasting, blogging and many more. Class lengths range from half an hour to 14 hours. PC World/Macworld HR Representative **Ellen Cobb** said she expected Creative Suite, Illustrator and Photoshop to be the most requested training programs. "It's free, and there are no shortages of two-week licenses available to IDG employees," she said. For more information or to request a Lynda.com license, contact IDG Training Coordinator **Jennifer Quinby** at jennifer_quinby@idg.com or 508-935-4315.

one on one the interview

Derek Hulitzky
The vice president, content development IDG Enterprise Events, is this week's columnist. Reach him at dhulitzky@idgenterprise.com.

> *"The best single piece of advice is very simple: Talk to customers. Every passing day is a gift — an opportunity to listen to what the market wants."*

Q **Can you briefly outline your major areas of responsibility?**

A Our content development team consistently works on 3 core areas of responsibility across a wide range of enterprise conferences and events:

1. **Creating event themes and topics.** While the brand of an event may remain consistent through many cycles, the theme (think "compelling headline") changes from event to event. Naturally, this value proposition maps to the hottest and most timely topics that the IT buying community wants and/or needs to better understand. Early in the event planning, there are many strategies at work to develop the theme, not the least of which are gathering the opinions of those in the know — like advisory boards, user champions in the particular space, industry analysts, critical initiatives/trends/developments at work in the vendor community, and (of course) the sage advice of the many talented journalists at IDG. Once the theme is identified, it forms the basis for subthemes and tracks to begin to take shape, and then the agenda for that specific event begins to develop its personality.

2. **Planning agenda architectures**. A critical facet to content development is the detailed time footprint of the agenda, and how that time is used and distributed across general sessions, concurrent sessions and other activities for event attendees. We produce a wide variety of events — from small, intimate, two-hour roundtable discussions with senior executives all the way to four-day conferences with more than 150 presenters and individual sessions. Whether it's a fairly simple half-day event, or a complex, multi-day conference, the overall architecture needs to be identified early, and must take into account a range of factors including networking activities, expo hours, areas of the agenda reserved for sessions that have specific sponsors, and a myriad of on-site activities that may be specific to a particular event brand (like hands-on labs, speed networking, half-day summits, and the like). All in all, it's a very solvable puzzle, but it requires dedicated resources and critical thinking to map it out well in advance of the event.

3. **Recruiting presenters.** This ongoing process is heavily dependent upon our external relationships. While it's appropriate to issue a formal "call for presentations" for many of our conferences, the vast majority of the presenters we secure are the valued "friends and family" of IDG that we've developed over the years. With numerous awards programs produced in our history, we have unique relationships with executives who can present their great advice and award-winning initiatives. While this makes it sound easy, it's not for the simple reason that not everyone in those ranks can — or is willing to — present when we might need them. Moreover, we're asking them to take time out of their own very busy schedules. The bottom line is that we must continuously prospect for quality presenters on very specific topics, and we leverage as many of our external relationships with the IT community as possible.

Q **What are some of the most significant changes to the way you work brought about by the reorganization of Computerworld, InfoWorld, CIO, CSO and Network World into the IDG Enterprise Group?**

A While our events importantly remain extremely brand-focused, once the reorganization took place, we immediately began to share information quite openly across brands. A leading example is how we formed a content development committee that meets regularly to keep a high-quality eye on the agendas and presenter recruitment needs across IDG Enterprise event brands. On our brief but regular conference calls, the various content representatives across the brands exchange contacts and presenter ideas that lead to prospect conversations and eventual placements. Not only does this allow us to leverage relationships our journalists have, but we maintain contact with our CIO Executive Council's speakers bureau — a clearinghouse of executive members who have indicated they have interest in speaking engagements. The bottom line is that we're sharing information and contacts more than ever, and that's already resulted in placing highly relevant and talented executives on more of our IDG Enterprise agendas.

Q **Can you discuss an example of how your ability to leverage pan-IDGE resources has benefited a particular event?**

A There are several examples of how we've applied best practices and lessons learned across the portfolio. One example is how we've advanced the already strong agenda for Network World's IT Roadmap series by revealing more track detail and sessions for attendees. This "full disclosure" strategy of posting full session details (presenter name, title, affiliation, topic and abstract) for our potential attendees has served us well with other brands, and we've applied it to the IT Roadmap events starting with the September 2 conference in Dallas.

Q **How do you go about recruiting presenters?**

A It's as much science as art. Like anything in the business world, nothing happens without a process, so the science involves looking at agenda structure,

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Zoom.nl

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Zoom.nl Deputy Editor-in-chief **Wouter Diemer** points out some recent Zoom.nl covers to the four guest editors-in-chief (far right).

ZOOM.NL
DIGITALE FOTOGRAFIE & VIDEO
Modellen
Tegenlicht

Even the cover model for the June issue was selected from the Zoom community. And she was photographed by a fellow Zoomer as well.

two women whose ages ranged from 24 to 51, were notified in April. Each had very different levels of photography expertise and included a student journalist, a graphic artist, someone who wants to work in the media industry and a devoted magazine reader.

At their first meeting, de Graaf gave them an orientation about the media business. In addition, "I made sure that they perfectly understood our vision and strategy," he said. "When you work for Zoom.nl, you have to understand the special DNA of the brand." This was a critical component, as de Graaf had told the Zoom community when he promoted the competition that the four editors-in-chief could change anything they wanted. "That was a really big gamble," he said. "For example, one of our guests was a professional photographer who could have done things that would have been interesting to one of his peers but not suitable for the average consumer. It all came down to the first day where we shared the vision and belief behind Zoom. If we got the message across, it would all work out."

Deputy Editor-in-chief **Wouter Diemer** and Editor **Jasper de Weerd** held a one-day speed course on the elements of making a magazine. Topics included how to create ideas for a specific target audience, how to write a briefing, how to select interesting photos, how to work with the production department, etc. That was the most formal introduction, but the Zoomers learned a lot more about magazines in the weeks the followed, de Graaf said.

Immediately after the first brainstorming session, the staff knew the experiment would be a success. "The four Zoomers came up with great ideas," de Graaf said. They started with a central theme for the issue, "Just Like a Pro," focused on how to take almost-professional pictures as an amateur. Normally Zoom.nl includes one or two main topics, but never a single theme that runs throughout every article in the magazine.

The new editors-in-chief skipped regular sections and introduced new ones. They selected photos and wrote briefings for the freelance editors to guide them on the direction of each article, which included the working title, a short summary, the length and the deadline. "They basically did everything a normal editor has to do — and they did it for free," de Graaf said. The Zoomers spent a total of five days in the office and did much of their work from home.

One of the main articles in the issue was about the guest editor project itself. The Zoomers introduced themselves, one per page, and talked about why they chose the general theme. Every article had a "handwritten" note from one of the guest editors that explained why they chose that particular topic. "We put in some fun stuff, as well," de Graaf said, including a masthead with his name crossed out and replaced with the four handwritten names.

Zoom.nl's editorial team served as a resource if the guests had any questions. De Graaf said his staff would offer their professional opinion when asked, but they tried hard to be neutral about how they communicated, "because we noticed that what we said seemed like 'the truth' to them, and we didn't want to influence them too much."

"One thing that amazed me was the deep understanding they had of the concept of Zoom.nl," de Graaf noted. "Because user input is so important for us, I thought that I would have to stress that again and again. But that was not the case. In fact, they insisted that not only did the cover have to be photographed by a Zoomer, but that the cover model had to be someone from the community, as well. I had my doubts, since photographers generally don't like to be photographed, but after asking Zoomers on our blog, many people nominated themselves."

De Graaf said everything with the guests worked out so well, they plan to have another user-managed issue next year. Preliminary newsstand sales figures for the issue are "very, very promising," and reader feedback has shown great appreciation for the hard work their fellow Zoomers put in as editors. "Who knows, maybe in a few years an editor-in-chief will become superfluous," he mused. "With this issue, I couldn't have done a better job."

Write to rdegraaf@idg.nl.

Game Guide at 7-Eleven

continued from page 1

an editor's choice award — in the stores."

The editorial for the quarterly game guide will focus on previews and reviews of games that 7-Eleven will carry. "The tone of the editorial will be highly descriptive and evaluative," said **George Jones**, GamePro Media SVP, executive creative director. "We'll also emphasize high-resolution graphics and large-size screen shots." Each issue will also devote four to six pages to the cover topic. (The first guide spotlights "Madden NFL 10.")

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COMING SOON
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Madden 2010
Sims 3
Ghostbusters
Batman Arkham Asylum
The Beatles
Bioshock 2
Halo 3: ODST
Tekken 6
GAME GUIDE

GamePro's Game Guide is featured prominently at the new video rental displays now appearing at 7-Eleven stores across the U.S.

IDG WORLD UPDATE

Because the 7-Eleven customer is potentially a more mainstream customer than GamePro's usual audience, "we'll make sure we don't get super nerdy with our prose," Jones said. "Instead, we'll focus on being highly descriptive of what each game is about, how the controls work and what it looks like."

The initial guides will be 24 pages long — "for now," Hughes said. "We're approaching each issue as if it were a magazine. However, because of the 24-page size, the issues will lack the multiple-section approach that most magazines have. It's kind of a hybrid magazine/guide."

From a branding standpoint, GamePro adds gamer credibility to the convenience of being able to buy games 24 hours a day at 7-Eleven. As part of the contract with GamePro Media, 7-Eleven gets a permanent presence on GamePro.com highlighting the games it carries and allowing site users to download forms to pre-order titles not yet available. "7-Eleven also gets advertising across GamePro properties," Hughes said. "All game guide profits are split 50:50, and 7-Eleven's portion is reinvested as advertising on GamePro. In essence, it's a cashless deal with 100% of the profits going to GamePro." Hughes also said that 7-Eleven has actively sought GamePro Media's advice on what titles to stock in their stores.

Jones is the primary liaison between GamePro Media and 7-Eleven in terms of advising the chain which games the stores should carry. GamePro Managing Editor **Mike Weigand** is the principal editor of the guide, making the story assignments and coordinating the coverage. Graphic Designer **Andrew Yang** is the project's chief designer ("7-Eleven really liked his clean design," Hughes said). SVP, Marketing **Eric Patterson** was instrumental in negotiating the deal and managing the partnership, while on the sales side, Sales Director **Nick Geist** sold the cover package to Electronic Arts for US$150,000. In a bit of cross-business unit cooperation, PC World Production Director **Nancy Jonathans** was "invaluable in helping us coordinate the logistics; we couldn't have done it all without her," Hughes said.

The 7-Eleven contract is currently set up as an ongoing quarterly guide, according to Hughes. "However, 7-Eleven is looking for ways to grow the partnership. Now that we have one under our belt, we are looking at a number of ways to do that," she said.

Hughes said GamePro should net about $150,000 from this program in FY10. "The impact to GamePro's stature in the industry has been much larger than that," she continued. "Game publishers realize the potential of this new sales channel and have reacted very positively to GamePro's role. Our ability to bundle ad spending across the guide and GamePro magazine and our network of sites increases our reach and importance exponentially. It's a powerful value proposition for our advertisers and incredible brand visibility for GamePro Media."

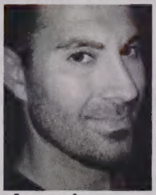
For more information contact Marci Yamaguchi Hughes at marci@gamepro.com.

Video: Bob Carrigan accepts Innovators Award

In June, IDG Communications CEO **Bob Carrigan** accepted a CEO Innovators award from Media Business. During his keynote address, Carrigan discusses the importance of ongoing innovation as IDG seeks to establish itself as a leader in the online IT media space. You can watch this video on IDG Central. If you need a login, use the link you will find at www.idgcentral.com to request one.

people noteworthy

New employees


IDG WORLD UPDATE

Ansoorian

Previously art director with Los Angeles City Beat, **Matt Ansoorian** is **GamePro Media**'s new art director. He holds a fine arts degree from the University of Arizona and recently created an online community for art students at www.pixldust.com. *mansoorian@gamepro.com*

PETER SHORT

Cousins

James Cousins joins **IDC Framingham** as a consulting intern performing secondary research for competitive analysis projects. He is currently finishing a joint honors degree at Scotland's St. Andrews University in management and international relations, where he received the Nisbet Prize in International Relations for highest marks of the year. He has also tutored middle-school students in science and mathematics and taught English as a second language in Jordan. Away from the office he enjoys soccer, basketball and photography. He played a major role in Arthur Miller's "A View From the Bridge" in the On the Rocks Festival in Scotland. *jcousins@idc.com*

Maggie Wang joins **IDC Asia/Pacific**'s Beijing office as Greater China human resources manager. She will be responsible for providing HR services to the IDC China offices in Beijing, Shanghai and Taiwan. She was most recently senior HR executive with Daimler Northeast Asia Ltd. She holds a bachelor's degree from Beijing International Studies University and an M.A. in economics from Beijing's University of International Business and Economics. *mwang@idc.com*

New at **IDC Asia/Pacific**'s Kuala Lumpur, Malaysia, office is Senior Human Resources Executive **Jaime The**. She arrives with eight years of HR experience, most recently with Carrier (Malaysia) Sdn. Bhd. as a senior HR executive. She began her career with Fuji Xerox Asia Pacific Pte. Ltd. where she worked in finance. She holds a Higher Diploma in accounting and finance from Kingston (U.K.). *jaimeteh@idc.com*

Hardware Management Project Analyst **Rob Fleshman** comes to **IDC** from Hewlett-Packard's StorageWorks division where he was a pricing manager. He will be doing product testing and customer training of a new Product Evaluation Service application. A graduate of the University of Central Missouri in Warrensburg, he holds a B.A. in marketing and management. He enjoys golf, fishing and camping with his family and is a pastor at a rural Baptist church. *rfleshman@idc.com*

IDC Asia/Pacific's Singapore office has hired **Srinivasan Venkatraman** as program director with its Monitors and Peripherals Research group. He has more than 20 years of experience in various IT fields, including market development, services sales and delivery, channel strategies, software marketing and general management at companies such as Oracle, Microsoft and Wipro. He holds a B.S. in technology from India's Madras Institute of Technology and an M.A. in business administration from Bharathidasan Institute of Technology in Tiruchirapalli, India. In his free time he enjoys watching cricket, soccer, playing tennis and reading. *svenkatraman@idc.com.*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Boston Museum of Fine Arts passes

IDG currently has a very limited number of passes to the Boston Museum of Fine Arts available. Employees may request a pair of passes, which will be distributed on a first-come first-serve basis. Passes for the Museum of Science and the New England Aquarium are currently unavailable. Send your request to: world_update@idg.com.

Video: How to use video effectively

IDG
Video 101:
Effective video use

IDG News Service Online (IDGNS) Video Producer **Nick Barber** has created a tutorial for effective use of video. It's aimed at sites that are well established as well as ones just getting started. The video shows IDG colleagues how to use IDGNS videos, how to add videos to articles and how to create a custom video channel for free. You can view this brief video on IDG Central. If you need a login for IDG Central, you may request one using the link you will find at www.idgcentral.com. WU

One on one

continued from page 3

assessing our target lists, and reaching out to prospects based on their expertise, the types of presentations appropriate to the theme, and geographic location. Ultimately, we like to have agendas live and fully populated with presenters 12 weeks prior to the event (with many of these presenters secured well before 12 weeks). Science aside, the art of recruiting presenters involves preliminary conversations with top prospects to assess their areas of expertise to identify, refine, and enhance the best topics on which they can present — and to sell them on why we need them to present!

Q Do you work with presenters in advance of an event?

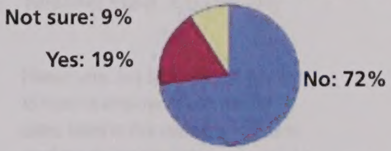
A For general session presentations delivered by executives, we like to have an early conversation months out from the event to set expectations, and to prepare them for our need to create a topic and abstract to appear on the agenda well in advance of the event.

Q What's the best advice you can offer others responsible for content development?

A The best single piece of advice is very simple: Talk to customers. Every passing day is a gift — an opportunity to listen to what the market wants. WU

Question of the Week for August 10

Does the anticipated partnership between Microsoft and Yahoo pose a serious threat to Google's search supremacy?



Log on to www.idgcentral.com to vote on this week's question: **Which IDG publication would you like to guest edit?**

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19

Thomas Roos *IDG Sweden*

18

Maria Grazia Tripodi *Nuov@Periodici Italia*

17

Maryse Gros *IT News Info*
Josef Kreitmair *IDG Germany*
Herrmann Apfelboeck *IDG Germany*

16

Urszula Imbirska *IDG Poland*

12

Andrzej Garwaolinski *IDG Poland*
Joanna Tarnowska *IDG Poland*
Thomas Rau *IDG Germany*
Margit Rützel *IDG Germany*

1

Pawel Bradoszewski *IDG Poland*
Lotta Oldmark *IDG Sweden*
Bianca Aumeyer *IDG Germany*
Cord Moeller *IDG Germany*

10

Malgorzata Majer *IDG Poland*
Torben Daarbak *IDG Denmark*

9

Magdalena Sobkowicz *IDG Poland*
Pernilla Strid *IDG Sweden*
Balbina Hossmann *IDG Switzerland*
Jean Royné *IT News Info*
Uwe Kuell *IDG Germany*
Ulrike Goressen *IDG Germany*
Sabrina Samtleben *IDG Germany*
Annie Weissenberger *IDG Germany*

8

Andy Martin *IDG Int'l Controller's Office*
Daniel Visarius *IDG Germany*

7

Roberto da Silva Gois *IDC Brazil*
Jonas Triebel *IDG Germany*
Henry Ernst *IDG Germany*
Kerstin Krockauer *IDG Germany*
Ralph Troll *IDG Germany*

6

Haydee van de Berg *IDC Benelux*
Michael Graf *IDG Germany*

5

Peter Pool *IDG Netherlands*
Selma Er *IDG Netherlands*
Denis Arcieri *IDC Brazil*
Thamar Thomas-Issbruecker *IDG Germany*
Melanie Stahl *IDG Germany*
Wolfgang Koser *IDG Germany*

4

Miwako Suzuki *IDC Japan*
Henrik Vig *IDG Denmark*
Fabiana Cassaro *IDC Brazil*
Pascal Hakim *IDG Australia*
Jessica Ross *IDG Australia*

3

Masahiro Katayama *IDC Japan*
Zbigniew Kowalski *IDG Poland*
Nicolai Devantier *IDG Denmark*
Madelene Hellström *IDG Sweden*
Claudiane Campos *Now!Digital Business*
Patrizia Klein *IDG Germany*
Thomas Wittulski *IDG Germany*

2

Ola Ljungstedt *IDG Sweden*
Carl Grape *IDG Sweden*
Mikael Hall *IDG Sweden*
Per Thelin *IDG Sweden*
Alejandra Mendoza *IDC Mexico*
Ricardo da Silva *IDC Brazil*
Sebastian Stulz *IDG Germany*
Edmund Heider *IDG Germany*
Dominik Grau *IDG Germany*

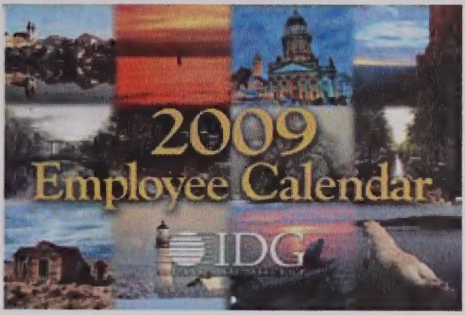
1

Katarzyna Kuklinska *IDG Poland*
Lukasz Pierzchalski *IDG Poland*
Liddy Val *IDG Netherlands*
Adele Carter *IDG Global Solutions EMEA*
Alexander Dreyssig *IDG Germany*
Liliana Rathsmann *IDG Germany*
Ariane Schmänk *IDG Germany*
Fabian Polkehn *IDG Germany*
Heike Bsdurrek *IDG Germany*
Michael Klein *IDG Germany*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

Attention photographers: less than a month left to enter the IDG Photo Calendar Contest

Now in its 26th year, the IDG Photo Calendar is your opportunity for worldwide fame and — should your entry be one of the top three vote getters — even some spending money. The calendar adorns IDG offices and cubicles around the globe. Here's how to participate:



- Submit up to two color or black-and-white digital images or prints on any subject. An electronic image must be a large, high-resolution file of at least 240 dpi.
- Vertical or horizontal orientation; no panoramic widths.
- Each entry should be clearly labeled with your name, business unit, telephone, fax number and e-mail address. If submitting electronically, please be sure to include this information along with the file. If submitting a traditional print, a business card taped to the back works well. Please do not write directly on the back of your photos.
- Please be sure to include a title for your photograph(s).
- Entries must be received by Sept. 18, 2009.
- Twelve photos will be selected (employees vote via IDG Central in late September); first, second and third prize winners will receive $300, $200 and $150, respectively.

Send photos to: IDG World Update, Photo Calendar Contest, 1 Exeter Plaza, 15th floor, Boston, MA 02109 U.S.A. or world_update@idg.com. Photos will not be returned. WU

New classified ads on IDG Central

For sale: Pre-season New England Patriots tickets. Package of seven tickets; $89 face value, selling for $50 each.

Wanted: Television or monitor that has composite jacks (the A/V inputs that are usually divided into yellow, red, and white).

Go to www.idgcentral.com (People tab, Classified Ads) for vacation rental home listings and more. Open to all IDG employees. Post an ad today!

celebrating 10!

Name
Selinna Chin

Home
Kuala Lumpur, Malaysia

Joined IDC
November 1993 as an analyst

Career path
1994, Senior Analyst; 1995, Manager; 1997, Country Manager; 2000, Country Manager, Malaysia, Indonesia; 2003, Managing Director, Malaysia, Indonesia and Philippines; 2007, Managing Director, Malaysia Indonesia, Philippines and Thailand; 2008, Managing Director, IDC ASEAN.

Current title
Managing Director, IDC ASEAN. Responsible for the growth and new business opportunities for all the countries within ASEAN (exclusive of Singapore), through teamwork, exceptional client relations, innovation in managing cost and collaborating with Asia/Pacific colleagues.

Three things I do in a day's work
- Update myself on news relating to ASEAN countries.
- Communicate with direct managers (sales, events, research).
- Speak with or meet at least one client.

Best part of my job
Working with bright, young, driven individuals. It is very fulfilling to see individuals grow as people in their careers. Since an organization is made up of teams of individuals, as each individual grows and progresses teams grow and trigger the business to grow stronger.

Memorable moment at work
In my second year when we were in the midst of relocating to new office, I had to sit on biscuit tin — there was no other furniture — to deliver PC Tracker reports on a very slow dial-up line.

I joined IDC because
I wanted to be well-known ICT industry analyst.

What's kept me at IDC
Sixteen years have passed swiftly. I'm driven by the passion I have for the work I do, the continuous learning opportunities and how I can contribute in my small way to the growth in IDC. In addition, I enjoy working with the great individuals at IDC.

View from my work space
Kuala Lumpur City Centre twin towers and my team's workstations.

*IDC ASEAN's **Selinna Chin** was the guest of IDG Chairman **Pat McGovern** at a dinner celebrating her 16 years of service to the company.*

Interests outside the office
Traveling, oil painting (visit my Facebook page).

What accomplishment at work are you most proud of?
Started the ERP Research in Asia Pacific in 1997.

Dream destination
Eastern Europe, Alaska, South America.

Last good deed
Reconciled two good friends in conflict.

First job?
PriceWaterhouse auditor trainee intern.

What it taught you?
That I am more suited to be in sales and marketing.

Most prized possession
None, all material things fade away.

Favorite gadgets
My Nespresso machine, then my iPhone, and Nintendo Wii.

If I won the lottery tomorrow, I would
Donate part to charity, especially to the poor, orphans and senior citizens without family. Then I'd take my parents on a world tour on a few cruises. I'd go shopping! But I'd still work at IDC.

Manager's profile
"The business under Selinna's purview has grown significantly, and the group of countries in ASEAN that she directly manages (Malaysia, Indonesia, Philippines, Thailand, Vietnam) have come to the forefront as the emerging markets for IDC A/P. As the economic conditions improve, we expect that Selinna and her team will continue on its path to bring exceptional growth from this part of the world. I have been impressed by her self-motivation and dynamism."

— Eva Au, managing director, IDC Asia/Pacific

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Nick Barber *IDG News Service*
Remco de Graaf *IDG Netherlands*
Hien Bui *IDG Vietnam and Indochina*
Derek Hulitzky *IDG Enterprise*
Miriam Kutcher *IDC*
Marci Yamaguchi Hughes *GamePro Media*

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International Data Group is the world's leading technology media, events, and research company. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers. Media brands are in more than 90 countries and include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. The company's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, OpenSource World, E3 Expo, DEMO, Storage Networking World, and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. Additional information is available at http://www.idg.com.

IDG World Update

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WWW.IDGCENTRAL.COM

IDG, IDC Australia team up for 'hugely successful' summit

Extremely profitable CIO Summit garnered margins over 60%

In a successful show of collaboration, IDG Australia and IDC Australia joined forces on the second CIO Summit, held July 23 in Sydney.

IAN SHARP

*IDC SVP and Chief Research Officer **John Gantz** addresses the CIO Summit in Sydney. His presentation was called "CIOs in the Crossfire: The IT IndustryTransformation Meets the Global Economic Crisis. Said one attendee of Gantz's talk, "Great to hear a legend."*

"Neither IDG or IDC Australia had a viable CIO conference on its own," said IDG Australia Managing Director **Davy Adams**. He said he and IDC Australia Managing Director **Graeme Muller** believed strongly that the combined CIO and IDC brands would be "an unstoppable force in the market" that could take on the likes of Gartner.

"Graeme came over from IDC New Zealand to run IDC Australia in 2007 with this crazy idea that IDG and IDC could work together," Adams said. "I was skeptical, but Graeme was determined and flexible, had good ideas and gets stuff done."

Last year's first Australian CIO Summit was "a painful birth," Adams admitted. IDG and IDC had "a lot of processes to work out, a lot of getting-to-know-you dramas and a lot of 'that's my territory' from staff. But the event went off brilliantly, and we all thought, 'Hmm, well, maybe we should do this again.' We're now glad we did."

continued on page 5

> *"To a large degree the success of the Sydney summit can be attributed to the partnership between IDC's brand, research and presenting capabilities and IDG's CIO brand, the CIO Executive Council and media capabilities."*
> *-- IDC Australia Managing Director Graeme Muller*

IDG Corporate Sales' new name reflects expanded role

IDG Strategic Marketing Services offers integrated programs to top clients

In a move that reflects the steadily expanding scope of services it has been providing clients for the past several years, IDG Corporate Sales has been rechristened IDG Strategic Marketing Services (IDG SMS), and **Matthew Yorke**, formerly senior VP, has been named president.

For the past few years, IDG Corporate Sales, which has traditionally serviced IDG's top-tier accounts, has been aggressively moving beyond a traditional advertising focus to become a provider of integrated programs, leveraging IDG's audiences and multiple media assets, explained Yorke.

Some of the more recent programs have included social media solutions with new capabilities such as IDG Amplify (see IDG World Update, May 11, 2009).

"By working this way, our Corporate Sales group has become more strategic to our clients while growing new revenue streams," Yorke said, noting that in FY09 integrated program revenue will comprise approximately 32% of the group's total revenue.

***Matthew Yorke** has been promoted to president of IDG Strategic Marketing Services.*

Noting that the group's success is a direct result of the outstanding work of the team, Yorke announced a number of additional promotions: **Charles Lee** is now SVP, Strategic Programs & Custom Solutions; **Jeremy Rueb** has been named VP, Program Development; **Morris Barrett** becomes Senior Director Program Management & Analytics; and **Carol Venezia** is now Director of Program Management (see page 6).

For more information, contact Matthew Yorke at matthew_yorke@idg.com. And be sure to check out next week's One on One interview with Yorke in IDG World Update.

WU

Inside this issue

IDG Sweden promotional video showcases company's value *page 2*

PCW India's third anniversary issue sells out on newsstand *page 3*

One on one: IDG Communications CEO Bob Carrigan *page 3*

Worldwide Tech Council speeds product delivery *page 4*

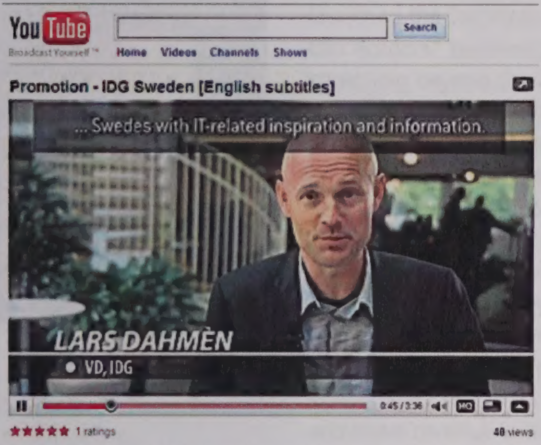
IDG Photo Calendar Contest deadline is Sept. 18 *page 5*

Celebrating 10! IDC Asia Pacific's Kitty Fok *page 8*

IDG Sweden's video emphasizes company's value

Promotional video for customers shows depth, breadth of IDG offerings

For the past three years, IDG Sweden has been producing a variety of promotional videos to show customers and agencies the breadth and depth of IDG's ability to reach more than one million Swedish IT users.



During the video, IDG Sweden Country Manager and CEO ***Lars Dáhmen*** *emphasizes the company's lead generation capabilities, as well as its involvement in print, online, events and mobile.*

Recently, Marketing Director **Martin Fältström** and Filmmaker **Mikael Hall** created a new video focused on the company's four main channels: print, online, events and mobile. Shown at the IDG European Manager's Meeting in August, IDG Chairman **Pat McGovern** and IDG Communications CEO **Bob Carrigan** said it was a model that other business units could emulate.

The three-and-a-half minute video includes fast-paced shots of IDG Sweden products, events and employees at work and features Country Manager and CEO **Lars Dáhmen** telling viewers to "spend a few minutes and we can show why IDG is your marketing partner if you want to be successful in this market year after year…after year after year." The narration is in Swedish with English subtitles.

Fältström, who wrote the script, said the video took roughly two days to sketch out, film and produce and was very inexpensive. Hall, who spends three days a week at IDG Sweden on a variety of film projects, used IDG's Panasonic DVX-100 video camera and edited the video with Adobe Premiere Pro 2.0 and After Effects 7.0.

IDG Sweden produces a video every three months on new products and events of interest to customers. The most recent ones are featured on IDG Sweden's marketing site http://idgmedia.idg.se/ (the English version is http://idgmedia.idg.se/2.3276/1.141141), as well as on the company's YouTube channel.

Dáhmen has told his team that when he is out talking with top customers, they often tell him that they've learned the latest news about IDG Sweden from these videos. A monthly e-newsletter to a target group of 9,000 customers and agencies promotes the videos, and the IDG Sweden sales team is encouraged to use them in their PowerPoint presentations.

Write to martin.faltstrom@idg.se. For more details about how IDG Sweden promotes its videos, see this article on IDG Central. WU

PCW India produces power-packed anniversary issue

Content includes Top 5 product reviews, valuable software DVD

Technical Analyst ***Jayesh Shinde*** *and his five colleagues in the PC World India Test Center were profiled in the "Lab Notes" sidebars of the 100+ Products Worth Buying cover story, which included half-page photos of them and gave readers a glimpse of the personalities behind the testing effort.*

PC World India celebrated its third-year anniversary in a big way, content-wise. Not only was its "100+ Products Worth Buying" cover story more comprehensive and distinctive than anything the staff or any competitor had ever attempted, but its regular dual-layer DVD cover mount included software 10 times more valuable than what the company had previously offered. As a result, the issue completely sold out on the newsstand by the third week of July,

The cover story showcased easy-to-read reviews of the top five products across 26 technology categories, for which the PC World India's Test Lab conducted approximately 1,500 hours of testing on more than 1,076 products. While previous anniversary issues had cited best-buy products in various categories, this year's version included Top 5 products in each category, which required much more testing and analysis.

PC World India is extending the Top 5 concept online on its soon-to-be revamped Web site, currently accessible at www.beta.pcworld.in. The team plans to maintain an up-to-date list of products in each category. In keeping with PCW India's standard test methods, all products are scored on the basis of performance, features, design and pricing.

The DVD cover mount is usually bundled with free software worth Rs 2,500 to Rs 5,000 (US$54 to$108), among other items. The anniversary issue contained 30 full versions of software worth Rs 60,000 (US$1,244) — all donated at no cost by vendors — as well as Top 100 videos that covered global tech events, product launches, interviews with industry notables during of the year and Top 100 tutorials regarding slideshows, video creation, PDF workshops and other advice on how to make the best use of technology.

The regular cover price of Rs 125 (US$2.60) remained the same for the special issue. Subscribers also received the DVD.

Write to Associate Editor ***Soham Raninga*** *at soham_raninga@idgindia.com. For a PDF of the cover story, and more details about the PCW India Test Center, see this article on IDG Central.* WU

one on one

Bob Carrigan
The CEO of IDG Communications is this week's columnist. Reach him at bob_carrigan@idg.com.

Q Recently IDG announced that it had signed a deal with Ziff-Davis to represent a group of its Web sites on our ad network, IDG TechNetwork. Why?

A To answer that question, let me first talk a bit about our strategy for the IDG TechNetwork. We launched the TechNetwork as part of our "Beyond Our Borders" business philosophy, which involves stretching beyond the IDG walls — our own sites — to reach new users and to develop new business opportunities with third-party sites, the social networks and with new platforms, such as mobile. With the TechNetwork, we sell ad inventory and lead generation programs across 200 non-IDG sites in the U.S., bringing tremendous scale to our advertisers who are spending lots of money with sites outside of IDG and other ad networks. The business model is that we bolt those sites to our platform, sell their inventory in aggregate by product category (for the most part), and share revenue with them. Instead of joining up on some other ad network, we decided that it was strategically important for IDG — as the leader in the tech media space — to own its own ad network. And again, the idea mapped perfectly to our "Beyond Our Borders" business philosophy. We have since launched the IDG TechNetwork in the U.K., India and Germany with more countries to be added soon.

The fact that Ziff-Davis Enterprise has joined the network is testimony to the fact that the TechNetwork, under the leadership of **Pete Longo**, is gaining real momentum in the market. It also points to the notion that we need to look beyond our traditional competitors for growth in the tech media space. In fact, we can partner with some of these competitors to create a larger offering for marketers.

Q Will we be expanding this relationship?

A That is the goal. As with any of the 200 sites in the network, we must demonstrate good performance to earn more business. The ad inventory from Ziff-Davis Enterprise is very targeted and complementary to the sales story for the IDG TechNetwork, so I expect that we will do a good job of selling their inventory and earn the right to sell more of their inventory over time.

Q You recently accepted a CEO Innovators Award from Media Business and in your remarks you noted that you believe innovation is key to riding out the recession. Can you explain what you mean?

A What I meant by that comment is that during a recession, you need to do the necessary cost-cutting and right-sizing, but category-leading companies also take the opportunity to launch new initiatives to earn business and to position their companies for future growth. Despite the difficult times, IDG continues to innovate with new lead generation programs, new ad networks, new social media programs, new events, new mobile solutions, etc. It's generally more difficult to earn revenue in a down time, but we have taken proactive measures to develop new solutions to stay ahead of the competition, which will give us a tremendous advantage when we come through this. One last thing: innovation is also about optimism and forward movement, which is a mind-set that we need to have during tough times.

Innovation is also about optimism and forward movement, which is a mind-set that we need to have during tough times."

Q I've heard you talk frequently about "media as a service." What does this mean for IDG?

A This is a key competitive advantage for IDG. When you look at what we offer to marketers, from lead generation services to research services to custom media services to event services, etc., IDG brings a "services platform" that few other companies can come close to. We work closely with marketers to manage to their objectives, and we also act as an integrator by offering media solutions outside of the IDG portfolio (for example: inventory from the IDG TechNetwork or social media tools from SocialMedia.com). Marketers prefer to buy from category-leading media companies that offer a full complement of services, not just ad pages or other "standard" media units. IDG is way ahead of the pack in offering these services, which represent new revenue streams and bring us closer to our customers.

Q You have said that IDG is becoming a database-driven company. Can you explain what that means?

A More than ever, we need rich end-user databases to deliver targeted content to users and to connect those users with marketers. It all begins with permission-based databases. As print becomes a smaller part of our world, the amount of new names that print contributes to our databases also gets smaller. So, we need to get better at building databases via other means, primarily via the Web. Today, users want customized content and marketers want to reach specific users. While we were always dependent on databases to build rate bases for our magazines, we spoke to those users in the databases in a "one to many" voice. Now, we need to speak to each user individually, and to present those users in targeted segments to marketers, who now want to reach those users —

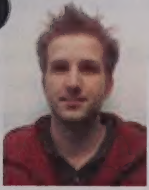
continued on page 4

SEO presentation on Sept. 17

Sean Nakamura, director, Audience Development at IDG Enterprise, will be the featured speaker for WWTC's first virtual talk on Sept. 17. His 30-minute presentation, via Live Meeting, will include a summary of search engine optimitzation (SEO) experiences in the enterprise brands of IDG's U.S. business units, followed by a live Q&A session. Any IDG employee or IDG licensee staff is welcome to participate. RSVP to laurie_butson@idg.com for complete login details. The talk will be recorded for future on-demand use.

Anderson

Lynch



Deutsch

Svoboda

van de Graaf

Ceglinski

Hakim

Villum

Kenney

Tech Council aims to speed development of critical products

As a means to quickly develop and share new products essential to IDG's business — and save costs at the same time — the newly formed IDG Worldwide Technology Council (WWTC) is off to a fast start with several short-term projects completed.

The council, which already has more than 70 members listed in its skills directory, is made up of technology specialists from IDG subsidiaries. The group includes Web designers, developers, producers, system administrators, network administrators, database managers and other IS specialists who can share best practices, solve common problems, collaborate on new products and services and serve as a support resource for their peers around the world.

"This is a great opportunity to expose and leverage the vast technical expertise of IDG employees across the globe," said **Ray Anderson**, CTO, IDG Enterprise Online Publishing Group, one of the council's coordinators. "We're hoping to increase efficiencies and drive top-line revenue by sharing best practices, products (code) and subsidiary technical collaboration."

The group's founding members include Anderson; **Julie Lynch**, Computerworld's former VP OF HR, who has a new consulting role leading the IDG Global Knowledge Exchange, a project designed to uncover new product and revenue opportunities for IDG through more effective knowledge sharing; and IT managers **Pascal Hakim**, IDG Australia; **Patrick Kenney**, IDG International Publishing Services; **Jakub Svoboda**, IDG Czech; **Jacob Villum**, IDG Denmark; **Sander van de Graaf**, IDG Netherlands; **Krzysztof Ceglinski**, IDG Poland and **Bradley Deutsch**, IDG U.K.

The WWTC's accomplishments so far include:

- **Skills directory**. Members can list their skill sets, contact information, job roles and other useful data so peers can know who to reach out to with questions or learn about successful projects that can be adapted for local use. The gated community (http://tech.idgenterprise.com) is for IDG employees only. The directory will serve as a mailing list for e-mail announcements about best practices, technology talks and ongoing plans.
- **Product sharing (code)**. As a way to avoid reinventing the development wheel, members can share code on the platform github.com. Current products include a microsite generator, CMS for a full-featured Web site, the code from the WWTC skills directory, a newsletter automation tool based on RSS feeds and a mobile skinning tool for IDGML feeds.
- **Project collaboration**. The group has established a project collaboration area in Basecamp, a Web-based project collaboration tool. There's a download center product collaboration under way, and a product for programmatic access to DART for publishers is being considered.
- **Tech best practices**. Also in Basecamp, the group has an area to keep best practice documents such as SEO recommendations, backup/restore processes and procedures. The group also plans virtual talks (see sidebar), Q&A sessions and slideshow presentations by IDG employees on various topics such as audience development (SEO/SMO/SEM) and online ad units.
- **Competition.** The group is considering a technical competition similar to "Google Code Day" (http://tinyurl.com/lxqgfv) whereby employees will be encouraged to collaborate on prototyping new products in a semi-competitive way, thus fostering innovation. Ideas should be sent to Jacob Villum at j.villum@idg.dk.

All technologists at IDG subsidiaries interested in participating with the WWTC should contact Ray Anderson at randerson@idgenterprise.com or Julie Lynch at julie_lynch@idg.com, or sign up at http://tech.idgenterprise.com.

One on One

continued from page 3

for the most part — on a "one to one" basis. All of this speaks to the importance of databases that are full of rich demographic and behavioral data.

Q How will mobile change our product/service mix in the future?

A I believe that over time, mobile will have a profound effect on the way we charge users for content. In general, we need to increase the amount of revenue that we receive from end users, and mobile will provide new opportunities. The portable and personal nature of the mobile device coupled with the ability for users to buy content "on demand" or via subscription make it the ideal platform for new paid content and services.

Q What are you hearing from our customers these days?

A End users and marketers are telling us that they can see an upturn in spending in sight, although it may take another quarter or two down the road. We are also hearing that IDG is well positioned when spending rises. It reminds me of a song covered by one of my favorite singer/songwriters, Bruce Springsteen. The tune is "Further on Up the Road" and the verse is: "One sunny mornin' we'll rise I know, and I'll meet you further on up the road."

CIO Summit

continued from page 1

The day-long Sydney CIO Summit was a "huge success," Muller said, and brought in A$214,000 (US$176,000). "To a large degree the success of the Sydney summit can be attributed to the partnership between IDC's brand, research and presenting capabilities and IDG's CIO brand, the CIO Executive Council and media capabilities."

Barbara Simon, group publisher, CIO Australia and Life Sciences Group, concurred. "Together we bring three very strong brands and three very strong CIO knowledge bases to the Australian market," she said. "CIO magazine, the CIO Executive Council and IDC all have strong relationships with CIOs." CIO, through print and online, has high-level reader loyalty and is well respected and read by CIOs, according to Simon. The CIO Executive Council members had direct input into what issues they wanted to see covered at the Summit, ensuring that the agenda was topical and relevant. "With IDC as a partner, we incorporated their Forecast For Management survey, which reveals all the concerns, insights and IT plans CIOs have for their business. These joint components enabled us to create an industry-leading partnership that delivered a strong event to our delegates and sponsors alike. I have no doubt that this will continue to grow from strength to strength over the next few years."

The Sydney conference, which drew 150 CIOs and senior IT executives from mid-size to large organizations, was designed to provide a forum for CIOs to learn from other CIOs and their peers. "We had only one vendor speaker in the lineup; the rest were all CIOs or IDC analysts," Simon said.

IDC SVP and Chief Research Officer **John Gantz** spoke on "CIOs in the Crossfire: The IT Industry Transformation Meets the Global Economic Crisis," and Australia CIO Executive Council Chairman **Peter Nevin** discussed "CEO Behavior for the CIO." Both were rated highly by attendees. ("Great to hear a legend," said one attendee of Gantz.) Other speakers and panelists included CIO Executive Council General Manager **Caroline Bucknell** and IDC Australia Associate VP, Research **Tim Dillon**.

IDC Australia
IDC
CIO
WORLD'S TECHNOLOGY LEADERSHIP

IAN SHARP

IDG Australia Marketing Coordinator ***Amanda Potts*** *(wearing white blouse) and Computerworld Australia Publisher* ***Elizabeth Miller*** *hand out name tags to registered attendees of the CIO Summit.*

Among the 12 sponsors were Software AG, Novell, Juniper, Lexmark, EMC, Red Hat, Riverbed, Google, Spirent, Pitney Bowes, SMX and the CIO Executive Council. There was also a small expo area for 10 vendors. "We'll expand that next year to about 15 in a larger venue," Adams said.

The logistics of event management for the Sydney Summit will alternate between IDC Australia and CIO Australia each year. This year IDC Australia Events Manager **Alison Mee** ran the project "really tightly" Adams said, and "delivered great cost savings through her strong negotiation with the venues. The Summit was extremely profitable with margins over 60%."

Between the two sister companies there were approximately a dozen people involved in the event at various levels. According to Adams, sales were handled by both groups locally, with IDC's regional team in Singapore finalizing many of the contracts. The CIO Executive Council put together the agenda and found many of the speakers, while CIO Australia handled the marketing and promotion using a blend of IDG and IDC e-mail and direct marketing lists and advertising the event in IDG magazines and on their Web sites.

The next Australian CIO Summit will be held in July 2010 at Sydney's Hilton Hotel. For more information contact Davy Adams at davy_adams@idg.com.au. WU

Send photos for the IDG Employee Photo Calendar Contest by Sept. 18

Don't miss your chance at prize money and IDG fame; enter the 26th Annual IDG Employee Photo Calendar Contest by Sept. 18. Twelve photos will be selected; first, second and third prize winners will receive $300, $200 and $150, respectively.

Here's a quick recap of the rules; for full details follow the link on www.idgcentral.com:

Submit up to two color or black-and-white digital images, prints or 35mm slides on any subject that you have taken. Digital images must be large, high-resolution files of at least 240 dpi. Label each entry (or include in the e-mail), with your name, business unit, telephone, fax and e-mail address. Do not write on the back of your photos. Send to IDG World Update, Photo Calendar Contest, One Exeter Plaza, 15th floor, Boston, MA 02109 U.S.A. or world_update@idg.com.

Please note: photos will not be returned.

Coming up

IDC Argentina IT Security & Business Continuity Conference
Sept. 10
Buenos Aires, Argentina

Green IT Symposium
An IDC event
Sept. 10
Walter E. Washington
Convention Center
Washington, D.C.

Digital ID World
A CXO Media event
Sept. 14-16
Rio Hotel and Casino
Las Vegas

IDC's Business Continuity & Security
Sept. 15
Croke Park Stadium
Dublin, Ireland

Business Intelligence Perspectives
[illegible] Computerworld event
Sept. 15-16
Westin Chicago River North
Chicago

IDC-Kahn Consulting, Inc. Compliance in Information Management Forum: Best Practices in Data Protection, Records Information Management, and e-Discovery
Sept. 16
New York Marriott Marquis
New York City

IT Security Conference
Sept. 17
Hotel Russell
London

IDC Security Summit
Sept. 17
New York Marriott Marquis
New York City

Modeling Forum
An IDG Japan event
Sept. 18
Tokyou Midtown Hall
Minato-ku, Tokyo

DEMOfall
[illegible] IDG Enterprise event
Sept. 21-23
Sheraton Hotel and Marina
San Diego, CA

noteworthy people

Promotions

Yorke

IDG WORLD UPDATE

Matthew Yorke, senior vice president, Corporate Sales and Marketing, IDG Communications, is now president of the newly named **IDG Strategic Marketing Services** group (formerly IDG Corporate Sales). "For more than four years, IDG Corporate Sales has been under the overall leadership of Matt Yorke, who began his IDG career in London with IDG Global Solutions," said **Bob Carrigan**, IDG Communications CEO. "Matt has led Corporate Sales to be the leading provider of marketing solutions for tech marketers. This promotion is in recognition of his accomplishments and the importance of this group's role in positioning IDG as the leader in the tech media space." *matthew_yorke@idg.com*

Lee

IDG Communications VP, Business Development, **Charles Lee** has been promoted to SVP, Strategic Programs and Custom Solutions Groups with **IDG Strategic Marketing Services** (SMS). "Charles is a man who needs no introduction to the salespeople of IDG," said Matthew Yorke, IDG Strategic Marketing Services president. "Charles has done an outstanding job managing the program side of our business and over the last four months has been managing the IDG Entertainment custom solutions group business. Whatever Charles does, he gives 150% and makes an immediate contribution. This year SMS has delivered 181 program proposals (versus 95 last year) and sold over US$13M of programs ($11.9M last year), a truly outstanding accomplishment in this economic environment. *charles_lee@idg.com*

IDG Corporate Sales Director of Program Development **Jeremy Rueb** is now VP, program development for **IDG Strategic Marketing Services**. "Jeremy has been developing some of our most innovative programs over the last few years and leading the charge around social media and mobile integration into programs," Yorke said. "With Charles Lee busy with custom solutions group business, Jeremy has had to step in and ensure that IDG SMS continues to deliver a high volume of smart programs that take dollars off the table." *jeremy_rueb@idg.com*

Rueb

IDG WORLD UPDATE

Barrett

Morris Barrett, IDG Corporate Sales, director, Integrated Project Management, is now senior director, Program Management and Analytics with **IDG Strategic Marketing Services**. "Mo is one of the people making sure the client is getting an outstanding experience working with the different IDG entities, as well as a highly successful program," Yorke notes. "The work he continues to produce on managing our programs and analytics actually helps drive sales." morris_barrett@idg.com

Venezia

IDG WORLD UPDATE

Carol Venezia has been promoted from IDG Corporate Sales program manager to director of program management with **IDG Strategic Marketing Services**. "Carol ensures clients have an outstanding experience in working with IDG on complicated programs," Yorke said. "She has been truly instrumental in keeping the AMD business on track and delivering substantial revenues to IDG. *carol_venezia@idg.com*

Sheer

Piper Sheer, formerly VP/Human Resources for **IDG Communications**, has been promoted to senior vice president. "Piper is a first class HR executive and strategic partner because she understands IDG's business so deeply and is able to translate that into recruiting, developing and retaining employees with the kind of skills and competencies that are needed for IDG to be successful," said IDG Communications CEO Bob Carrigan. "She has been effective at guiding important and difficult strategic decisions, and then making them happen at a tactical level; all with great poise while balancing the needs of both IDG and the individual employees. Piper has done a superb job of leading the HR efforts at IDG Communications by ensuring that our training and development resources and compensation programs are aligned with the fast changing nature of the media business, as well as keeping pace with our competitors."

New employees

Simon

Jim Simon joins **IDG Tech Network** as VP, business development, coming from Specific Media, where he was director of business development. He holds a B.A. in marketing from Columbia College in Chicago and enjoys sports. *jim_simon@idgtechnet.com*

IDG Enterprise has hired **Alle Perry** as an event sponsorship coordinator. A graduate of the University of Massachusetts/Amherst, she holds a B.B.A. in marketing. Away from the office she enjoys skiing, scuba diving and reading. *aperry@idgenterprise.com*

Gallagher

JOE MOLA

Computerworld has hired **Jeffrey Gallagher** as director of integrated sales; he was previously director of sales with Pennwell Corp. A graduate of St. Anselm's College in Manchester, N.H., he holds a B.A. in business and economics. Away from the office he enjoys working out, playing hockey and tennis and spending time with his wife and family. *jeffrey_gallagher@idgcommunications.com*

Richard Plant joins **IDG U.K.** as a junior content manager, responsible for aligning the content and positioning of IDG UK's B2B titles with traffic driving, SEO, and promotional strategies. He was previously a writer with Metia in charge of producing sales materials and customer case studies. He holds a B.A. in English from Manchester (U.K.) Metropolitan University and is "a keen scriptwriter, movie fan and inveterate techie." *richard_plant@idg.co.uk*

Bodkin

IDG WORLD UPDATE

Deidra Bodkin is **IDG Strategic Marketing Services**' new VP, Client Services. She has more than 15 years of experience in account management and was previously VP, Group Media Director and U.S. ideas director at ZenithOptimedia. She holds a B.A. in telecommunications with a dual minor in business and psychology from Indiana University. In her free time she enjoys travel and trying new restaurants. *deidra_bodkin@idg.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24
Tore Harald Pettersen *IDG Norway*

23
Angele Boyd-Myers *IDC*

22
Gary J. Beach *CXO Media*

20
Asle Reium *IDG Norway*

19
Colleen Beattie *IDG Australia*

18
Bill Bernardi *IDC*

17
Dag Inge Karlsson *IDG Norway*
Alyson Morales *IDC*

16
Toralv Østvang *IDG Norway*

15
Ruzena Holikova *IDG Czech*

13
Sandra Ng *IDC Singapore*
ysztof Daszkiewicz *IDG Poland*
ames Walker *IDG U.K.*
Peter Holmgren *IDG Sweden*
Jose Rodriguez *IDC*

12
Marianne Kolding *IDC U.K.*
Sarah Cervin *IDG Norway*
Warren Childs *IDC*

11
Sujay Bhattacharya *IDC Singapore*
Catarina Källström *IDG Sweden*
John McNulty *IDC*

10
Bryan Ma *IDC Singapore*
Rien Buren *IDG Netherlands*
Remco de Graaf *IDG Netherlands*
Henning Meese *IDG Norway*
Shirley Clute *IDC*
Michelle O'Mahoney *IDC*
Carola Eckert-Zug *IDG Germany*
Naoki Morimoto *IDG Japan*

9
Terje Edwardsen *IDG Norway*
Lianfeng Wu *IDC China*
Milly Xiang *IDC China*
Slawomir Krajewski *IDG Poland*
Michael Oreld *IDG Norway*
Morten Bratlie *IDG Norway*
Zoltan Komáromi *IDC Hungary*

n Miyamoto *IDC Japan*

7
Simone van der Kooij *IDC U.K.*
Ida Hasselrot *IDG Sweden*
Kjetil Fjellmann *IDG Norway*
Bjørn Unnersaker *IDG Norway*
Matt Rodgers *IDG Australia*

6
Per-Arne Sandegren *IDC Sweden*
Graeme Muller *IDC Australia*
Andrew Penfold *IDG U.K.*
Andreas Leijon *IDG Sweden*
Susan Skowronski *IDC*

5
Ye-Ri Park *IDC Korea*
Francine Khoo *IDC Singapore*
Luiz Roschel
Now! Digital Business
Carl-Johan Wollner
IDG Sweden
Joaquim Menezes
ITWorld Canada

4
Bjørn Stockman *IDG Norway*
Haydee van den Berg *IDC Benelux*
Brian Troelsen *IDC Denmark*
Katarzyna Czubak *IDC Australia*
Andrew Kwon *IDC Korea*
Marie Brewis *IDG U.K.*
Charles Williamsen *IDG Norway*
Jeremy Kirk *IDG News Service*

3
Carsten Schmidt *IDC Denmark*
Natalie Wan *IDC Hong Kong*
Raphael Phang *IDC Singapore*
Harish Taori *IDC Singapore*
Sumit Madan *IDC CCR*
David Shafran *IDC*
Brett Waldman *IDC*
Janice Young *IDC*
Teresa Tassone *IDC*
Janice Tong *IDG Australia*
Caroline Bucknell *IDG Australia*

2
Jason Lin *IDC China*
Jennie Shi *IDC China*
Jaygan Ponnudurai *IDC Malaysia*
Amabel Palencia *IDC Philippines*
Celine Siow *IDC Singapore*
Gerald Wang *IDC Singapore*
Helen Chiang *IDC Taiwan*
Lisa Lan *IDC Taiwan*
Annabel Hsu *IDC Taiwan*
Harish Nanjundappa *IDC CCR*
Chris Brown *IDG U.K.*
Benjamin Dalmulder
IDG Nethelands
Marianne Møller Madsen
IDG Denmark
Camilla Ahnberg *IDG Sweden*
Fredrik Persson *IDG Sweden*
Shumager Bacaroglo *IDC Brazil*
Matheepan Panchalingam
ITWorld Canada

1
Tom Fang *IDC China*
Jason Shao *IDC China*
Ashwin Ananthakrishnan *IDC CCR*
Mahantesh R. Patil *IDC CCR*
Ruchita Srivastava *IDC CCR*
Vern Ham Hue *IDC Malaysia*
Sheela Kanagasabai *IDC Malaysia*
Ker Hoong Lim *IDC Malaysia*
Naveen Barsainya *IDC Singapore*
Gary Lo *IDC Taiwan*
Khairunnisa Ashifta *IDC CCR*
Agnieszka Netkowska *IDG Poland*
Selen Sveket *IDG U.K.*
Stephen Taylor *IDG U.K.*
Povl Rasmussen *IDG Denmark*
Hank Willams Samnøy *IDG Norway*
Ole Petter Stokke *IDG Norway*
Henry Johnson *IDC*

IDG Germany's Heinz Zimmermann retires after more than 30 years

***York von Heimburg**, president and CEO of IDG Communications Media AG (l), and **Heinz Zimmermann**, production manager.*

IDG Communications Media AG's longtime Production Manager **Heinz Zimmermann** is stepping down after a 30-plus year career, all of which was spent in production and most of which was spent leading that group.

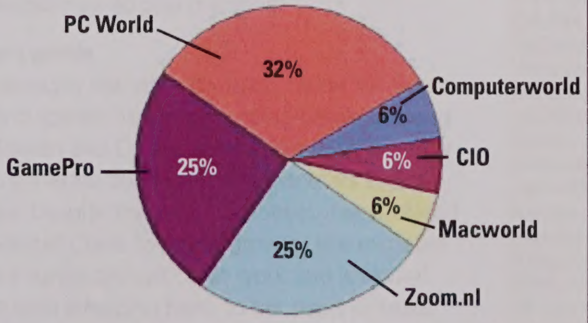
Zimmermann joined IDG in August 1978. Over the years he has been responsible for the production of countless editions of IDG Germany's brands including Computerwoche, PC-Welt and GameStar.

Along the way, he also introduced a number of new production technologies. Under his leadership, IDG was the first publisher in Germany to implement a fully digital prepress stage.

"With Heinz Zimmermann's departure, a part of the history of IDG in Germany also leaves us," noted **York von Heimburg**, president & CEO, IDG Communications Media. "We wish him all the very best for his future." WU

Question of the Week for Aug. 24

Which IDG publication would you most like to guest edit?



Log on to www.idgcentral.com to vote on this week's question: **On Sept. 2, 1969, which university was the site of the first computer-to-switch exchange that eventually led to the Internet?**

celebrating 10!

Name
Kitty Fok

Home
Hong Kong

Joined IDC
July 31, 1996

Career path
I started as Senior Market Analyst of the Asia/Pacific Personal System Group and was promoted to Director of Asia/Pacific Personal System Group. Then I switched my focus to End-users Research as Vice President since 2003 and took up Greater China Research in 2005. I am now VP of Greater China Research and AP End-users Research/Statistics at IDC Asia/Pacific. I am responsible for all research projects under Greater China and end-users research for Asia/Pacific.

Three things I do in a day's work

- I exercise in the morning even if only for 30 minutes; that can help to clear my mind and charge me up for the whole day.
- I read newspapers for any major headlines.
- I check e-mails and talk to the team to ensure everyone is happy with their job, even with a heavy workload.

Most challenging part of your job
Finding balance between traveling to different countries and staying at home in Hong Kong. To manage the research for both China and Taiwan, I need to travel between Beijing, Shanghai and Taipei; how to arrange the itinerary is critical. However, I am so glad that the teams in both China and Taiwan as well as End-User Research and Statistics are professional and trustworthy and reliable.

Best part of your job
Being able to foresee new trends in the IT market and getting a chance to exchange ideas with senior executives in all IT companies. It feels great, especially when we provide the right information to clients for a successful plan and strategy.

What's kept you at IDC?
I think it is the comfortable atmosphere, the great sense of job achievement as well as the great teams. I really feel that I couldn't find all these in another company.

Interests outside the office
I love water sports, I wakeboard during the summer and snowboard during the winter.

IDC Asia/Pacific's ***Kitty Fok*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner celebrating her years of service to the company.*

Most difficult decision you ever had to make?
Maintaining business performance during the recent economic downturn has required rearranging and tightening of resources. At the same time, it has required us to think about how to capture the new opportunities coming up from the financial crisis. The most difficult decisions relate to job redundancy.

First job
Research Assistant for a research project at Hong Kong Polytechnic University about the first direct election in Hong Kong. It was in 1991.

Your idea of a perfect day alone?
No e-mail, no phone calls, wake up without alarm, make breakfast for my husband, look out over the sea and just do nothing at home.

Favorite vacation spot
Japan in winter: snowboarding, hot springs (*onsen*) and hot pot (*shabu shabu*).

What others can't tell just by looking at me
I don't know how to play mahjong!

Manager's profile
"Kitty manages the research organization for Greater China and spends her time shuttling between Hong Kong, Taiwan and China, working tirelessly with her team to generate business from customers in these countries. Despite the continued stress that is placed upon Greater China for more growth, she manages to keep a sunny disposition at work and is always ready to lend a helping hand to her peers or team mates. She is a joy to work with."

— Eva Au, managing director, IDC Asia/Pacific

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Davy Adams *IDG Australia*
Ray Anderson *IDG Enterprise*
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Julie Lynch *IDG Knowledge Exchange*
Graeme Muller *IDC Australia*
Soham Raninga *PC World India*
Matt Yorke *IDG Strategic Marketing Services*

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International Data Group is the world's leading technology media, events, and research company. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers. Media brands are in more than 90 countries and include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. The company's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, OpenSource World, E3 Expo, DEMO, Storage Networking World, and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. Additional information is available at http://www.idg.com.

IDG World Update

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WWW.IDGCENTRAL.COM

Social media plays growing role in IDC's GMS solutions

"We create the multimedia content, which our clients use as part of their larger campaigns," including posting the content on their own Web sites, on their YouTube channels and Facebook pages in order to push their investment out to a wider marketplace.

Looking to maximize the impact of their IDC Go-to-Market Services-produced multimedia projects, clients are using social media and video-sharing Web sites like YouTube to further push their investments out to a larger marketplace. According to Go-to-Market Services (GMS) Group VP **Laura Nurzynski**, clients generally come to GMS to leverage IDC research and thought leadership in their marketing and sales communications "and value the creativity of GMS deliverables and their draw in the marketplace." GMS asks clients what they're trying to achieve in their initiatives, then proposes the best approach utilizing IDC content. Nowadays, much of that involves multimedia, including audio and video podcasts and webcasts, multimedia market briefs called iViews, one-off custom projects such as online workbooks, tools, and curriculum-based courses, among many others.

Nurzynski

Nurzynski said that almost all of the integrated campaigns offer a variety of multimedia. "A client-sponsored IDC white paper with interesting research is a great marketing assets and will yield a good response, but will typically garner even more attention when paired with multimedia," she said.

"Clients' need for more modular content that engages their target audience is driving this trend," Nurzynski said. "Marketers must think like learning providers — not everyone absorbs informa-

continued on page 5

World Update to end print version in new fiscal year

The countdown is on. We asked. You spoke. We listened. Beginning with the new fiscal year, IDG World Update will join the growing number of publications making the leap to online-only distribution. All employees will continue to receive company news and information via the weekly PDF version of IDG World Update delivered each Monday to their e-mail boxes. World Update content will also continue to appear front and center on IDG's intranet, IDG Central (www.idgcentral.com).

In March, the editors conducted a four-week experiment in which World Update was not printed but sent to all employees as a PDF file. In a company-wide survey conducted in April, which garnered a whopping 21% response rate, you overwhelmingly told us, "Stop the presses! Save trees! Keep the PDF coming!"

And so starting on Oct. 5, we will. For those of you who are currently readers of the PDF version of World Update, you are already aware of some of the improvements over print. The photos are in color. There are numerous live links to related information and resources that are just a click away. Delivery is immediate, not subject to the vagaries of various postal systems. And of course, for those of you who simply must have a paper copy, the PDF file can always be printed.

In advance of Oct. 5, there are a couple of steps you may want to take. First, a link to the PDF file of World Update is currently being sent to all employees listed in the online IDG Directory each Monday. If you have not seen this e-mail, please check to make sure that your name appears in the directory and that your e-mail address is listed correctly. The directory is part of IDG Central; select the People tab on the home page, and click on IDG Directory. If your name is not listed or any of the information is incorrect, please send your name and corrected title, e-mail address, direct-dial telephone and business unit to idgdirectory@idg.com. Second, if you do not currently have a login for IDG Central, you may request one using the link you will find at www.idgcentral.com.

As we move forward in the new fiscal year, a number of improvements and enhancements to IDG Central are being planned. You will hear more about those soon. For now, be sure you have access to this resource by requesting a login. (You will also need a login to IDG Central if you would like to help select the winning photos for the 2010 IDG Employee Photo Calendar. Online voting begins Sept. 28.)

Any questions or comments, please contact the editors at world_update@idg.com. WU

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in brief

IDC Canada celebrates a quarter century of serving the local market

Back in August 1984, Apple was riding a wave following its famous "1984" advertisement on Super Bowl Sunday announcing the introduction of the MacIntosh, and Microsoft was still a year away from introducing Windows Version 1. A megabyte of memory costs thousands of dollars and companies like Digital Equipment Corp., Honeywell, Burroughs and Sperry were major players in the computer industry. Cellular mobile phones had yet to be introduced to the general public in Canada, and the commercialization of the Internet was still more than a decade away. And on Aug., 14, IDC Canada became the 11th subsidiary office to open its doors, under the leadership of then-Managing Director **Mark Stirling**.

Last month, the company, and its 55 employees and their families, celebrated a quarter century in the Canadian market.

Speaking at the celebration, current Managing Director **Vito Mabrucco** told employees, "As difficult as this time is, I suggest two actions. One is to make the best of it and continue with a sense of optimism and a positive outlook. And two, know that things will get better for you and your families. People are optimistic by nature I believe, even though at times it does not feel that way. And because of this innate optimism, all of our lives will get better. Here's to the next 25 years."

Because IDC Canada is an ethnically diverse group of individuals from a variety of cultural backgrounds reflecting the "International" in IDC, the company focused on that diversity as the theme for its celebration. Employees brought in food and drink that represented their own cultural heritage.

As a result, countries on six of the seven continents, including Croatia, China, Brazil, India, Scotland, England, Russia, Sweden, Italy, Mexico, Philippines and Estonia, among others.

The longest serving employees at IDC Canada, Research Director **George Bulat** (19 years) and Vice President **Tony Olvet** (14 years), uncorked some nice bottles of champagne to begin the celebration.

In 1943, IBM Chairman Thomas Watson said, "I think there is a world market for maybe five computers." Clearly, he could have benefited from access to IDC research, noted Senior Analyst **Tim Brunt**, one of the many volunteers who helped organize the celebration.

IDC
25 years
Celebrating IDC Canada

Left to right are: Research Director, Client Hardware ***George Bulat****; VP Communications, Segments, Mobility, Clients* ***Tony Olvet*** *and Managing Director IDC Canada & SVP Worldwide Consulting* ***Vito Mabrucco****.*

IDG employees invited to attend virtual SEO presentation on Sept. 17

Sean Nakamura, director, Audience Development at IDG Enterprise, will be the featured speaker for the Worldwide Technology Council's first virtual talk on Sept. 17. His 30-minute presentation, SEO Best Practices, will include a summary of search engine optimitzation (SEO) experiences in the enterprise brands of IDG's U.S. business units, followed by a live, 30-minute Q&A session. Strong SEO practice is key to acquiring names for lead generation programs, for building your database, and for growing revenue. This session will provide immediate value to your business by giving you expert insight into the best practices available in this field.

Any IDG employee or IDG licensee staff is welcome to participate. Contact IDG Director Training and Development **Laurie Butson** at laurie_butson@idg.com to register and receive complete login details. The talk will be recorded for future on-demand use.

Second annual mobile event brings international audience to Seoul

The new wave of smartphones
MobileWorld 2009
IDG

Some of the IDG Korea staff at MobileWorld 2009 included (L-R): Senior Sales Executive ***Eddy Kim****, VP/Events* ***Katherine Park****, Managing Director* ***D.H. Oh****, Operations Manager* ***Jasmin Kim****, Assistant Manager* ***Amy Kim****, Producer* ***Julie Kim*** *and Senior Sales Executive* ***Tony Lee****.*

IDG Korea hosted its first MobileWorld event in Seoul Aug. 25-26, a business-to-business conference that attracted some 200 representatives from the telecommunications industry, IT solutions providers, handset manufacturers and policymaking institutions.

Drawn by speakers allied with global mobile companies based in Korea, the international attendees hailed from the U.S., Japan, China and several other countries besides Korea. Admission was approximately $300 per person, and with the participation of sponsors Salesforce.com and SPB Software, both of which were represented at the mini exhibition area with Telsk and Dual log, the event turned a small profit.

The agenda adopted a cross-disciplinary approach to addressing mobile issues, with topics focusing on mobile devices and architecture, networking, applications and software and the mobile lifestyle.

The event included business-matching meetings between local and international C-level attendees to explore partnership opportunities. According to VP/Events **Katherine Park**, the positive feedback will lead her team to plan a larger event next year.

Write to *katherine_park@idg.co.kr.*

one on one

Matthew Yorke
The president of the newly rebranded IDG Strategic Marketing Services (formerly IDG Corporate Sales) is this week's columnist. Reach him at matthew_yorke@idg.com.

> *SMS will build an integrated social media offering that will include amongst other things: social monitoring, social intensity audits (via IDG Connect), social media strategy and plan development, IDG Amplify programs, strategic communications planning and social identity management. These services will allow us to get paid for the insight and expertise regardless of whether a client buys IDG media.*

Q What does the name change from IDG Communications Corporate Sales and Marketing to Strategic Marketing Services (SMS) signify for how the group will serve clients?

A Well, firstly, IDG Corporate Sales was a name that clearly differentiated the group from the various sales organizations in IDG Communications. The name also indicated at some level that certain key accounts such as HP and IBM were going to be treated differently. However, as IDG has evolved into a Web-centric information company and introduced new marketing programs and services around IDG Market Fusion, IDG Tech Network and IDG Amplify, the Corporate Sales name represented the traditional IDG media company.

Over the past few years, our group has been very deliberately building expertise and revenues for innovative, strategic ideas for clients that generate significant revenue and develop relationships with senior marketers. So much so that in FY09, SMS program revenue will be approximately 32% of our overall revenues.

So we feel that the name Strategic Marketing Services neatly captures what we are doing today and how we want to evolve. It better represents the client, agency and media owner dynamic in a Web-centric world.

Q What are the accounts SMS handles today and will there be new accounts?

A Today, IDG SMS handles six named accounts, those that have the most impact on IDG Communications' revenues and that warrant the extra level of strategic account management and service. They are HP, IBM, Microsoft, Dell, Cisco and Intel. Those accounts will continue to be handled by [Corporate Account Director] **Kate Zinn** and [Director of Strategic Marketing Services] **Melinda Reilly** working with SMS program development teams as opportunities arise. We also have tier-two accounts such as AMD. Tier-two clients could be any account that is looking for an integrated cross-IDG opportunity that the media business units determine is best served by SMS.

So this is our core role, and it will not change. However, we will also be looking for opportunities to work with clients beyond paid media and serve them on a fee and project basis. This initiative will be led by **Deidra Bodkin** [VP, client services], who recently joined our group after years as an agency executive serving clients such as HP and Dell.

Q Will SMS change how it works with business units in IDG? Will the focus be on enterprise accounts?

A We continue to integrate solutions for clients leveraging all the different areas of expertise within IDG. We remain focused on opportunities from across the company including IDG Enterprise, PC World, Macworld, GamePro, IDG Connect, IDG TechNetwork and IDC. This is key to our approach of integrating services and products from around IDG and outside the company where necessary. We learned a lot this year when we launched IDG Amplify services for social ad programs about how we can package platforms / services and integrate them for the benefit of our clients. Indeed, when we look at how we plan to develop social media services we believe that the consumer electronics segment is very fertile ground.

Q What are some of the examples of how SMS is becoming more like a media services group or agency?

A Historically, the group has developed some fantastic and innovative marketing ideas/programs for clients such as HP Procurve and AMD's Accelerate Results. But we only got paid when the client in effect bought the IDG media associated with that idea. SMS will build an integrated social media offering that will include amongst other things: social monitoring, social intensity audits (via IDG Connect), social media strategy and plan development, IDG Amplify programs, strategic communications planning and social identity management, etc. These services will allow us to get paid for the insight and expertise regardless of whether a client buys IDG media. This is also part of IDG's strategy of "Beyond Our Borders" and media as a service.

Q How will the services emphasis impact relationships with agencies?

A That isn't a question with a clear answer today. However, we believe that what we offer is a natural extension of how sophisticated media companies work with their marketing clients. Meredith, Hearst, and Conde Nast are all working with clients to some degree as agencies.

We also believe that social media offers IDG a fantastic opportunity to fill a gap in the market where clients are desperate for help and most traditional agencies are not able to meet that need. We are not competing with our agency partners in this approach.

It is important to note that agencies compete with us in event management, lead generation, Web site and content development, and in IDG Market Fusion content audits. So in today's media world the lines

continued on page 6

Summer camp event brings in students, sponsors, profits

In August in Bucharest, Romania, summer school usually means being stuck in a classroom, longing to be out enjoying the nice weather. Thanks to the second edition of the PC World Romania Technologies Tour, held Aug. 16-23, 80 lucky university students got to learn new IT skills, gain practical experience and spend some time in the great outdoors. At the same time, sponsors found visibility during a typically slow expo season, and IDG Communications Publishing Group added the 15% to 20% profit margin to its bottom line.

PCWorld Technology Tour
Editia a II-a, 16-22 August, Poiana Zânelor

The program locale, Poiana Zanelor, translates to "fairytale house," a nod to the back-to-nature theme of the second PC World Romania summer camp.

Last year's program, which was similarly promoted as a fun "summer camp" experience, took place at a university based in an attractive, but urban, location. This year's marketing message more strongly showcased the program as "not just another university, but also another way to learn about IT," said General Manager **Miheala Gorodcov**.

Noting that "some IT students tend to spend a lot of time online and don't pay enough attention to sports, the environment or nature itself," she chose a resort complex in the mountainous northern part of the country. It offered a variety of outdoor activities as well as a comfortable setting with essential conference facilities. An optional shuttle service was available to and from the nearest transportation hub on the first and last day of camp.

About 110 students applied to the program, with 80 accepted based on their performance on a series of screening tests related to basic IT programming and hardware knowledge. Sixty percent of the finalists participated in last year's program. Early-bird applicants paid 100 Euros ($145), and the regular price was 130 euros ($189). Eight sponsors — Microsoft, Intel, ESRI Romania, GigaByte, EMC, Benq, Vodafone, and NTech — helped cover the expenses, and a variety of other partners, including media outlets and student associations, also supported the program.

Each day had a theme and related workshops, such as mobile, networking and digital photography. Sponsor representatives and other experts served as the 15 instructors. One of the most memorable workshops was a live demo from Vodaphone Romania that involved installing and testing a GSM antenna on the top of a nearby mountain. "Students had to climb through a deep forest with equipment, computers, some sandwiches and water; it was a rainy day, and I'm sure they have something to remember!" Gorodcov said.

Like last year, sponsors held recruitment sessions and a series of contests and prizes, with Intel offering two top prizes that included a trial employment opportunity.

Write to mihaelag@idg.ro.

IDC Brazil organizes premier IT in government conference

Peres

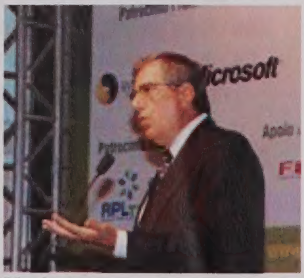
McCarthy

IDC Brazil strengthened its hold on organizing the country's most important event related to IT in government, drawing more than 200 public sector executives — 70 more than last year — to the second annual IT & Telecom in the Brazilian Government Conference on Aug. 25.

Held in the capital, Brasilia, the event's forums addressed purchasing technology, electronic government, information security, digital convergence, outsourcing and cloud computing.

IDC speakers included IDC Brazil President **Mauro Peres**; IDC International President **Roberto Masiero**, who talked about innovation in the public sector; and IDC Government Insights Research Director **Shawn McCarthy**, who gave an overview of global technology trends.

IDC Brazil sold four sponsorship levels to six companies with Microsoft and Symantec signing on for the top level. Attendees received complimentary admission.



Masiero

Luciana Almeida, IDC Brazil's conference business manager, said her team focused on working both with sponsors to identify what they saw as key issues for the public sector and with prospective attendees to understand their concerns and the information they needed from the manufacturers. The advance preparation "had a terrific effect on the audience," she said, generating spirited discussions.

Write to lalmeida@idc.com.

Go-to-Market Services

continued from page 1

tion in the same way, generational and personal preference play a role — many older-generation C-level executives will print out white papers to read at home, while younger IT guys will only download something that plays on their iPod. What we do is provide a variety of multimedia content options that can be inserted into clients' campaigns providing a coordinated message for different audiences."

Among GMS' clients are Cisco Systems, SAP, Microsoft, Hewlett-Packard, EMC and 100s more. "We create the multimedia content, which our clients use as part of their larger campaigns," Nurzynski said, including posting the content on their own Web sites, on their YouTube channels and Facebook pages in order to push their investment out to a wider marketplace.

Nurzynski said her group adapts content that's been published independently by IDC, as well as custom IDC content, developed via client-sponsored research projects, into multimedia deliverables. "We develop assets for our clients' marketing and sales communications from research across IDC's technology and vertical research practices," she said. "Content you'd find in a written white paper or research paper can be adapted into a multimedia program consisting of video and audio podcasts, multimedia white papers, or complex online workbooks for customer self-assessment."

Podcasts, especially video ones, have been the most popular to date, Nurzynski said. "We're now seeing more requests for shorter videos or a mix of "less-polished" multimedia packages. Client requests include using short, personal-style video as a preview for an IDC analyst speech at their event or to provide an ongoing stream of current research content to a client portal, and YouTube-style video production is much softer on budgets.

In a recent example, EMC took a stand-alone GMS podcast of IDC Research Director, On-Demand and Saas Research, **Robert Mahowald** discussing Enterprise 2.0 tools and broadcast it on the EMC YouTube channel to reach a much broader audience.

The YouTube style "seems more personal," Nurzynski said. "You can provide relevant, credible information to your audience with it sounding over-rehearsed."

GMS can also provide a variety of multimedia options for clients' large global campaigns by taking, for example, IDC-produced multimedia assets, transcribing them, and providing those assets with local-language voice-overs, with subtitles, or rerecording the content with a local IDC analyst. For a Hewlett-Packard technology solutions campaign, GMS put together a video webcast with slides, a single-speaker video podcast, an audio webcast and a series of downloadable written documents — all of which were produced in eight different languages, either with translated voice-overs or subtitles.

"We have to understand what the client wants to accomplish," Nurzynski said. "When developing multimedia content, it has to be written conversationally, not copied and pasted from written research. Audio and video should be kept short. What the market wants is digestible pieces of information that people can use to do their job. Make sure you're telling a story that's relevant to the audience. And our products are always evolving. What was once a five-minute video of a talking-head analyst may now have graphics, a video B-roll and an off-screen moderator."

Nurzynski said the nine-member U-S.-based GMS group has been producing multimedia content for "about six years," with audio podcasts going back eight or nine years. In FY09, GMS put together 60 large-scale multimedia packages comprising audio and video podcasts, multimedia briefs, and video webcast as well as custom flash interactive programs; many programs included written deliverables. The team produced 200 audio webcasts in the same period, and Nurzynski said she expects GMS will provide 1,200 deliverables in the current fiscal year in the U.S. alone.

"Everything we do is project-based," she continued, "and separate from IDC's ongoing research functions. We develop content specifically to meet the needs of sponsoring clients using both independent and custom IDC research. At the end of the day, clients come to IDC for our brand and our analysts. But now we make it easy for them to incorporate IDC into all aspects of their marketing campaigns which drives our repeat business."

Contact Laura Nurzynski at lnurzynski@idc.com.

You Tube
IDC Video Podcast: It's Time to Get Serious About Enterprise 2.0
Robert P. Mahowald
Research Director, On-Demand and SaaS Research
IDC
More From: PointB

*EMC took a stand-alone GMS podcast of IDC Research Director, On-Demand and Saas Research, **Robert Mahowald** discussing Enterprise 2.0 tools and broadcast it on the EMC YouTube channel to reach a much broader audience.*

Multimedia examples

To see a variety of examples of IDC's Go-to-Market Services group's work go to the following links:

- IDC SVP and Chief Research Officer **John Gantz** in a multimedia white paper: http://www.emc.com/leadership/digital-universe/expanding-digital-universe.htm
- Audio Podcast http://www.idcdocserv.com/clientdownload/trendmicro/IDCMP3_player.html
- Video Podcast http://www.cio.com/documents/webcasts/symantec/idg_video/
- Recorded Video Panel Webcast http://event.on24.com/eventRegistration/EventLobbyServlet?target=previewLobby.jsp&entid=145468&sessionid=1&ky=60A17BEF7EB07ABD9589D706383FEDEE
- Video Podcast YouTube posting http://www.youtube.com/watch?v=eS0nRhGzN20
- Video Analyst Connection with Subtitles http://www.idcdocserv.com/novell/
- Ticker/Digital Footprint Calculator http://www.emc.com/leadership/digital-universe/expanding-digital-universe.htm
- Custom Online Workbook http://crmonlineworkbook.com/
- iView http://idc.cycloneinteractive.net/samsung_iview/samsung_iview_combined_v01.html
- iView in Chinese ttp://www.idc.com.cn/gms/ da_final.swf

noteworthy people

New employees

IDG WORLD UPDATE

Imhoff

Jean-Paul Imhoff joins **PC World/Macworld** in San Francisco as an intern supporting the business development team. He worked for IDG Germany as a trainee from 2003 to 2005. A recent graduate of Macromedia University for Media and Communications in Munich, Germany, he holds a degree in media management. In his free time he enjoys sports, computers, travel and photography. *jean-paul_imhoff@pcworld.com*

Abramova

Tatiana Abramova joins **IDC Canada** as a marketing and sales operations specialist. She was previously deputy director of marketing with Merlion Unicom Ltd. where she developed and executed a channel marketing strategy covering 380 dealers. She holds a B.A. in journalism with an emphasis on advertising from Russia's Tomsk State University. Away from the office she enjoys reading, walking and self-development. *tabramova@idccanada.com*

Previously a senior analyst with the New York Stock Exchange, **Christine Fu** is **IDG Tech Network**'s business manager. She holds a B.S. in business administration from the University of California/Berkeley and an M.B.A. from Harvard Business School in Boston. A food enthusiast, she also enjoys traveling. *christine_fu@idgtechnet.com*

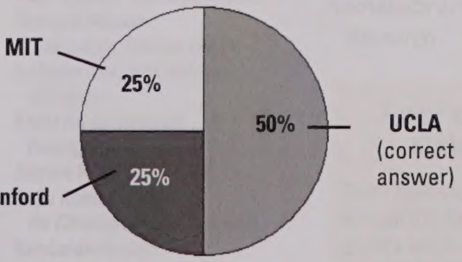
Returning employees

Tom Grimshaw returns to IDG as national sales director with the **IDG Enterprise Custom Solutions** group, working with the Brand Sales team to provide innovative custom programs to IDG customers. He was previously associate publisher for InfoWorld and then general manager at Plum TV in Miami where he oversaw all aspects of sales and content creative for the largest station in a network of eight stations catering to luxury resort communities. He holds a B.S. in marketing from Bentley University in Waltham, Mass., and is looking forward to "being a tourist in New England after spending almost 10 years in Miami." *tgrimshaw@idgenterprise.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Question of the Week results for Sept. 7

On Sept. 2, 1969, which university was the site of the first computer-to-switch exchange that eventually led to the Internet?



Log on to www.idgcentral.com to vote on this week's question: **What is your primary use of Facebook?**

IGS EMEA staffers get set for half marathon fundraiser to fight cancer

*IGS employees **Chris Whitehouse** and **Lisa Borthwick** participated in a warm-up event earlier ths year.*

After months of weekly training runs and some visits to an osteopath and physical therapist, IDG Global Solutions EMEA Program Delivery Executive **Chris Whitehouse** and Associate Director, International Sales **Lisa Borthwick** will lace up to run a charity half marathon on Sunday, Sept. 27. The 22k race, which will wind its way past the landmarks of London, is in support of Macmillan Cancer Support.

The Macmillan Cancer Support helps not only cancer patients but also provides help and advice to caregivers, families and communities, guiding people through the medical system and offering emotional, practical and financial support.

If you would like to share in IGS EMEA's support of Whitehouse and Borthwick, as well as the work done by the Macmillan Cancer Support team, go to www.justgiving.com/ChrisandLisa. Contact christopher_whitehouse@idg.com or lisa_borthwick@idg.com. WU

One on one

continued from page 3

between client, agency, and media owner continue to blur.

Q What are the key objectives for SMS in the coming year? How will those objectives map to brand-level priorities?

A Our primary objectives will not change: Hit a big sales number, sell a lot of profitable programs, outsell the market, and earn high customer satisfaction scores (with colleagues and customers) — all of those metrics map to the success of various IDG business units.

Outside of that we want to develop a business around social media as outlined above. Metrics for this effort will be how many clients did we engage, client retention rates, monthly and yearly revenue contribution, and as an integrator, with which IDG groups are we sharing those revenues and at what margins. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26
John Gallant *Network World*

24
Mary Gibbons *IDC*

21
Hilary Smith *IDG*

20
Tina Oelschlager *IDG Germany*
Debra Bernardi *IDC*

17
Donna Moschella Hopkins
IDG World Expo

16
Cheryl Talamini *IDG*

15
Kathy Marston *IDG List Services*

14
Glenn Mosesso
Technology Services Group
s Schong *IDG Netherlands*
Aldona Rekawek *IDG Poland*

13
Matt Hamblen *Computerworld*
Betty Amaro-White
Enterprise Services Group

12
April Montgomery
Computerworld
Terri Haas *CXO Media*
Nancy Weil *IDG News Service*

11
Stephen Clifford *IDC*
Laurie McLaughlin *CXO Media*

10
Thomas Mainelli *IDC*
Wesley Dotts *IDC*
Frank Maier *IDG Germany*
Pauline Boyle *CXO Media*

9
Gary Nagle *IDC*
Wayne Humphrey *IDG*
Timothy Johnson
Technology Services Group
Kaoru Harikae IDG Japan
Franco Forte
uov@Periodici Italia
y Hoskins *IDC U.K.*

8
Patrik Enell *IDG Sweden*

6
Fred O'Connor
IDG News Service
Martha Connors
Online Publishing Group
Rasmus Andsbjerg
IDC Nordic/Denmark

5
Jennifer McCarthy
Online Publishing Group

4
Jeremy Kirk *IDG News Service*
Christopher Kay
Technology Services Group

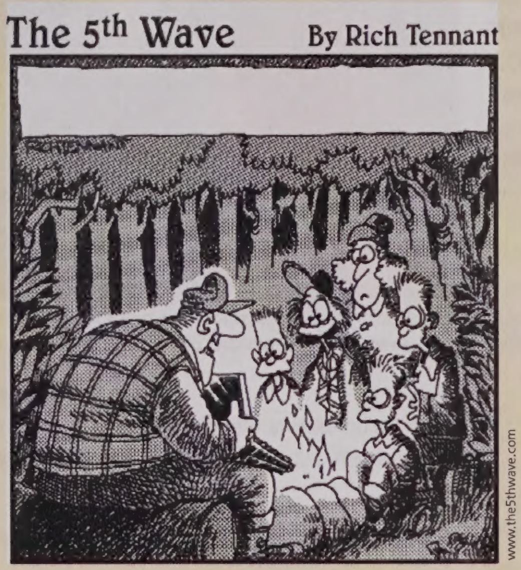
3
Kristin Bonasoro *IDC*
William Davis *IDC*
Adelaide Sibbald *IDC*
Kristin Bradshaw
Computerworld
Mary Conroy *CXO Media*
Per Melker *CXO Media*
Brian Glynn *CXO Media*
Sean Nakamura
Online Publishing Group
Lisa Röjall *IDG Sweden*
Ed Cordin *IDC U.K.*
René Schoemaker
IDG Netherlands
Kelly Cho *IDC Korea*
Marjan Straathof
IDC Nordic/Benelux

2
Robert Diack *CXO Media*
Michael Mullaney
IDG Global Solutions
Bradley Reed *Network World*
Matthew Sainsbury
IDC Australia
Stephan Hoppe *IDG Germany*
Marta Sambierska *IDG Poland*
Matthew Oostveen
IDC Australia

1
Kim Han *CXO Media*
Svetlana Surgay
IDG Communications
Anurag Harsh *IDG TechNetwork*
Keith Linden *IDG TechNetwork*
Richard Moisan
Technology Services Group
Isabella Cascaldi Neirouz
IDC Brazil
Emily Karla de Souz
Rodrigues *IDC Brazil*
Sophie Kirat *IDC France*
Rajiv Kumar *IDC Center for Consultancy and Research*
Boobalakrishnan
Chandramohan *IDC Center for Consultancy and Research*
Susan Madaio *IDC*

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Eva Au** will have her choice of an official "Off Line" t-shirt or a copy of Rich Tennant's book of cartoons, *Downloaded*. The honorable mention winners below will also receive prizes.



"....and this, boys and girls, is what happens to you when you miss your profit targets."
Eva Au *IDC Asia/Pacific*

Honorable mentions

"I'm all out of ghost stories, but here is what's left of your college savings plans."
Rich Green *IDG List Services*

With no cell signal in the national park, the boys couldn't find a tutorial on snipe hunting, so instead, Scout Master Bill told them about the Blue Screen of Death.
Jay Hammer *CIO Executive Council*

"Listen, kids. This is lesson No. 1. Google Maps or Negroponte's crank-powered laptop don't get you anywhere in these dense Amazon jungles."
Ramasubramoni R *IDC Center for Consultancy and Research*

Last chance: photos for IDG Photo Calendar Contest due Sept. 18

Don't miss your chance at prize money and IDG fame; enter the 26th Annual IDG Employee Photo Calendar Contest by Sept. 18. Twelve photos will be selected; first, second and third prize winners will receive $300, $200 and $150, respectively. Send to IDG World Update, Photo Calendar Contest, One Exeter Plaza, 15th floor, Boston, MA 02109 U.S.A. or world_update@idg.com. Complete details are on www.idgcentral.com.

celebrating 10!

Name
Sandie Breese

Home
Singapore

Joined IDC
Sept. 1, 1999, as an Account Manager at IDC Australia

Career path
Australia: Green Field Accounts 1999 – 2000; Australia: Major Account Manager 2001 – 2006; Singapore: Hewlett-Packard Regional Account Manager 2006 – 2008; Singapore: Cisco and Microsoft 2008 - 2009

Current title
Sales Manager, Asia Pacific. I have overall sales management responsibility for two Asia Pacific accounts, Microsoft and Cisco Systems, and work with a virtual sales team across eight countries.

Three things I do in a day's work

- Make my colleagues laugh
- Call a customer
- Review my pipeline

Most challenging part of your job
Negotiating deals with customers who are former IDC employees.

Best part of your job
Satisfied customers who come back for more!

Job perk
The opportunity to live in another country.

Latest accomplishment
In the third quarter of this fiscal year I was 340% over target in a tough economy.

Career highlight
Offered the chance to move from a local role in Australia to Singapore and take responsibility for IDC's largest customer in the region — Hewlett Packard.

I joined IDC because
The previous company I worked for (Toshiba) used IDC data so I figured it must be a good company.

View from my work space
Indonesia, Malaysia and the Singapore ports.

One thing you've learned during your tenure at IDC
Working for a supplier to the IT Industry is much more fun and rewarding than working for an IT company.

What I'm doing to be a better employee
Take the time to stop and say hello to the people I work with.

*IDC Asia Pacific's **Sandie Breese** celebrated her 10 years of service to the company at a dinner hosted by IDG Chairman **Pat McGovern.***

Interests outside the office
Cook, eat, drink, exercise occasionally and spend as much time as possible with my husband (and best friend).

First job?
When I was 18 years old I worked in a dating agency.

Luxury item you can't live without
900-thread count bed sheets.

Your last meal would be
Lamb chops and garlic mashed potatoes with a New Zealand Pinot.

Favorite vacation spot?
Vietnam, Cambodia or New Zealand

Retirement dreams?
400 acres of fertile soil with a small double brick house and large windows overlooking a forest of gum trees and groves of olive trees, plenty of water, big skies and fresh air — somewhere 300 kms northwest of Sydney, Australia.

Manager's profile
"Sandie brings a tremendous amount of knowledge and experience in positioning IDC offerings in front of some of our biggest customers. However, what makes her special is her ability to constantly learn and evolve her skills to the changing needs of the market and eventually of her customer base. It is this ability of keeping an open mind to learning despite her legacy at IDC that allows her to maintain a consistently good performance year on year. On a personal note, when Sandie relocates in her sales role to the IDC Australia office, I will miss her barging into my office during my most intense moments. Since she would often, by default, help me take a break when I needed it!"

—*Amit Gupta, VP, Asia Pacific Sales, IDC Singapore*

and finally...

The *World Update* editors would like to thank the following people who assisted with this issue:

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International Data Group is the world's leading technology media, events, and research company. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers. Media brands are in more than 90 countries and include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. The company's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, OpenSource World, E3 Expo, DEMO, Storage Networking World, and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. Additional information is available at http://www.idg.com.

IDG World Update

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WWW.IDGCENTRAL.COM

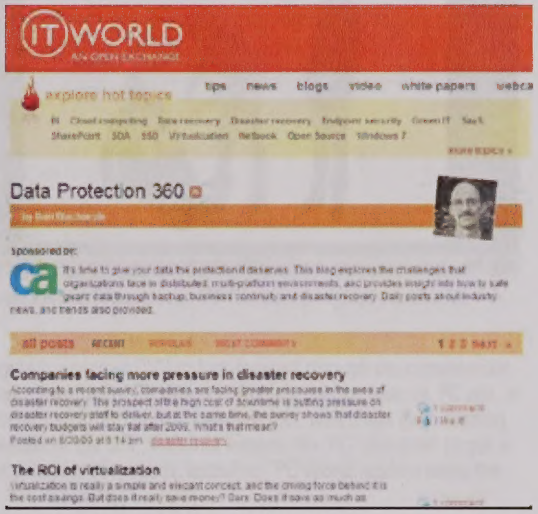
ITworld's sponsored blogs let clients highlight expertise

In its ongoing effort to identify interesting and innovative ways for vendors to participate on its Web site while offering value to its readers, ITworld has begun experimenting with sponsored blogs.

The first client to sign on — Computer Associates — sponsored a blog on data protection that ran for the month of June and a second one, "Today's Security Fix," launched in July and runs through the end of September.

"The blogs offer a unique opportunity for vendors to participate at different levels depending on their interest," explained ITworld Director **Jodie Naze**. For example, she said, a vendor can choose the topic and provide its own blogger for the project or it can pick the topic and ITworld will provide a blogger. "Or we can do it all for them — soup to nuts." To date, ITworld has supplied the blogger for the first two blogs and created content around a topic chosen by the vendor.

The overarching goal, Naze said, is to offer vendors a way to highlight their internal expertise within the context of the ITworld brand, while also generating a new revenue stream.



Data Protection 360

Companies facing more pressure in disaster recovery

The ROI of virtualization

This blog, sponsored by Computer Associates, ran for one month on the ITworld.com site. CA is currently sponsoring a second blog focusing on security that will run through the end of the month.

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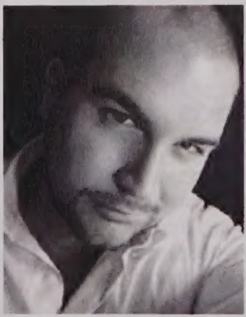
That's the number of print issues of IDG World Update that remain. Beginning Monday, Oct. 5, you will receive your copy of World Update via a full-color PDF file. World Update content is also available on IDG Central. If you do not currently have a login for IDG Central, please visit www.idgcentral.com and use the link you will find there to request one.

Remember, voting for the winners of the 2010 Employee Photo Calendar contest will begin Sept. 28 on IDG Central. If you want to participate, please request your login today.

MW Sweden repurposes MW U.S. content for iPhone guide

Translated content from popular Superguide series a hit in local market

Macworld's Superguides are an idea that translates well. Very well. Just ask MacWorld Sweden Editor-in-chief **Andreas Leijon**, who says his company is on track to generate some 400,000 SEK (US$58,000) in profits for a project that required one week's worth of effort on the part of two staff members.



MacWorld Sweden Editor-in-chief ***Andreas Leijon*** *said the new iPhone guide is enjoying "impressive" initial sales with the distributor calling to ask for more copies after just one week.*

The project, a one-issue 196-page magazine called Allt om iPhone (All about the iPhone) is based on Macworld U.S.'s recently updated iPhone & iPod Touch Superguide (http://www.macworld.com/superguide/iphone3/). Available on the newsstand or as a downloadable PDF file at a cost of 99 SEK ($14), Allt om iPhone launched Sept. 3 and "is already receiving great press and initial impressive sales," Leijon said. "The distributor, Tidsam, called within a week and wanted more copies. The PDF is currently the best-selling item in our PDF Store."

"In Sweden, we have a strong tradition of buying magazines on the newsstand," Leijon said, noting that the readership revenues accounts for some 65% of MacWorld's total revenue.

Leijon traced the project to a conversation with Macworld Editorial Director **Jason Snell**, who visited the Swedish office following the Global Product Support Meeting last October. Snell described the success his team has had with the Superguide series it publishes (there are currently six titles in the series). Several

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Inside this issue

PCWorld.com named one of 10 Great Web sites *page 2*

Apple's Mac vs. PC TV ad cites PC World readers *page 2*

GameStar.de partners with gaming fan sites to boost its Google rank *page 2*

One on one: IDG Enterprise President & CEO Michael Friedenberg *page 3*

InfoWorld widgets prompt online reader engagement *page 4*

Unsung hero: IDG Denmark's Maibritt Møller *page 8*

newsworthy

in brief

PCWorld.com makes Media Business' list of 10 Great Web Sites

Commended for its new approach to product reviews, PCWorld.com has been included in BtoB Media Business' annual list of 10 Great Media Web Sites.

PCWorld
Canon Powershot SD1100 IS

Product-related content that previously lived in different places on PCW.com is now formatted into product capsules that serve as a home page for each product. For more on product capsules, see the Feb. 2, 2009 issue of World Update.

The site earned accolades in the tech category, as the Sept. 11 posting on Media Business noted, "Without a major Web site redesign or marketing campaign, PC World's traffic has increased 25% over the past year and page views have leaped 30%. The main driver has been a vast increase in the number of product reviews, along with a change in their format."

The overview noted that during the past year, "the new format aggregated product-specific information that was previously dispersed among sections for news, reviews, top 10 reports and how-tos. These product capsules organize content into eight sections, including editorial reviews, lab tests, specifications and user reviews. When a product has not been reviewed editorially, a program automatically pulls in nuggets of editorial intelligence, such as what the megapixel count means for a digital camera. PCWorld.com now presents 14,000 to 15,000 products."

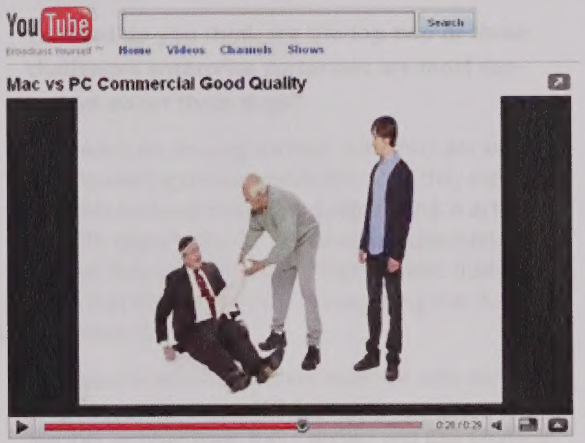
Previously the site featured about 1,000 product reviews, which were solely the result of PCW Test Center evaluations.

To be considered for the list, more than two dozen business media companies nominated their sites. Before being submitted to judges, each site went through an initial screening to evaluate its appearance, organization and navigation; search functionality; video and other multimedia content; and community/social media Web 2.0 features. Sites were compared with each other according to criteria appropriate to the given category. Sites that were selected in last year's 10 Great Media Web Sites report were eliminated from consideration.

Among the other sites on the list were The Wall Street Journal, The Financial Times and BusinessWeek.

For a complete list and to read the other profiles, go to http://tinyurl.com/nwyxuy. WU

Popular Mac vs. PC television ad references PC World reader rating



One of Apple's latest TV spots says "PC World readers rated the Mac No. 1 in reliability!"

If you regularly use your DVR to fast-forward through the commercials, you'll miss a mention of PC World in Apple's popular Mac vs. PC ads. In the 30-second ad (http://tinyurl.com/lvvcgw), which has been running for two weeks in the U.S., a trainer exhorts the 'PC' character to get in shape for a variety of reasons, including "PC World readers rated the Mac No. 1 in reliability!"

PC World Marketing Design Manager **Katherine Parrick** said the business manager from Apple's advertising agency contacted her in June about mentioning PC World in the ad's script. However, there was some wrangling over the exact text, she said. "Their original quote was 'PC World, No. 1 in reliability,' but that rating really came from a PCW reader survey. At no point did PC World itself say that about Macs. To avoid irritating our advertisers, we had to insert 'readers' in the script."

Apple "didn't bat an eye" at the fee PC World charged them, Parrick said. If the ad is aired internationally PC World will receive another fee from Apple.

"We're quite happy about it," Parrick said. "It's free press for us, and there has been no negative response from readers or anyone else."

Write to katherine_parrick@ pcworld.com. WU

GameStar Partner Network begins as linking, content-sharing deal

IDG Germany's GameStar brand is trying a cost-efficient way to expand its online reach — and boost its Google rank through interlinking — by partnering with popular gaming fan sites.

SIMS-3.NET
Partner von GameStar

The GameStar Partner Network consists of six gaming sites, and the staff aims to expand to 15 sites to affiliate with each of the major games series. The network began with the Sims (www.sims3-net.de) and Diablo (www.diablo3-net.de) and includes sites affiliated with the Grand Theft Auto, Need for Speed and Mafia series, as well as superlevel.de, a popular blog about flash games. These sites contributed approximately 1.5 million of GameStar's 36 million page impressions in August and should also boost the unique user count, according to Online Director **Gunnar Lott**.

Since one reason a site might attain a high Google ranking is by having a large number of inbound links from other sites, interlinking is a key component of the partner network, Lott explained. The partner network works as follows. Partner sites feature the GameStar logo, use GameStar's audit pixel on their site (which adds the site's traffic to GameStar's in the German IVW audit system), link to GameStar.de and embed videos, trailers or other content directly from gamestar.de rather than GameStar's YouTube channel.

In return, GameStar links to the partner in relevant areas (from a Diablo 3 article to the Diablo 3 fan page, for example), provides metrics about traffic, shares some content, such as screenshots and texts and provides items such as T-shirts, free subscriptions and other prizes that can be used with raffles for their community.

This is a linking and content-sharing arrangement for now, but it could turn into an advertising network. or a part of Germany's version of the IDG TechNetwork in the future, Lott said.

Write to glott@idgmedia.de. WU

the interview

one on one

Michael Friedenberg
The president and CEO of IDG Enterprise is this week's columnist. Reach him at mfriedenberg@idgenterprise.com.

> *"Our customers are looking for improved and measurable ROI while they experience flat to down marketing budgets. This is actually a terrific opportunity for IDG because customers realize that they need to have a "flight toward quality" given that they can't invest in everything that is presented to them."*

Q It's been about five months since IDG announced it was reorganizing its enterprise brands under one umbrella. Can you talk a bit about the strategy behind that decision and key benefits that have been realized to date?

A Our goals are to transition and transform our business simultaneously. We are transitioning from two business units — CXO Media/Network World and Computerworld/InfoWorld — to one —IDG Enterprise — all the while preserving our decentralized brands and our current revenue streams. Concurrently, we need to transform ourselves into a digital-centric company where we can implement and execute digital practices like SEM, SEO, SMO, social media and audience development best practices while developing new reader revenue extensions in the areas of research, recruitment, training and mobile.

I truly believe that our new structure will ensure success by allowing us to serve our customer's needs in a flexible, nimble and efficient manner. Each brand has maintained its audience and customer-specific approach with independent editorial and sales organizations that enable us to serve their respective customer base (reader and advertiser) with a depth of expertise that is unmatched in the market.

At the same time we are able to share best practices within our shared services organizations. We are already seeing great wins coming to fruition based on this structure, be it the editorial social media task force, the rollout of a virtualized news desk in collaboration with the IDG News Service, expansion of our Custom Solutions Group across all brands, and sales wins such as Brocade, Sybase, Microsoftand and Citrix, which leveraged the complete power of the IDG Enterprise portfolio.

Q How has the enterprise sales structure been improved in the new configuration?

A Each brand has maintained a dedicated sales team. The teams consist of integrated reps, who sell across the complete brand portfolio (online, print, events, custom projects), event reps and online reps. This structure allows us to go to market with the depth of expertise at each revenue stream and a breadth of brand and product knowledge that allows us to effectively cover and capture market opportunities. Each brand also has a dedicated publisher who drives product development and innovation for that specific brand. Furthermore, the Custom Solutions Group, led by **Charles Lee**, has a dedicated editorial and sales team that works directly with the brand teams. This structure ensures that we have sales leadership that is 100% focused on its respective market and customers.

Q What do you think are the top two or three challenges enterprise customers are most concerned about these days?

A There is no denying that our customers are looking for improved and measurable ROI while they experience flat to down marketing budgets. This is actually a terrific opportunity for IDG because customers realize that they need to have a "flight toward quality" given that they can't invest in everything that is presented to them.

Our superior editorial content matched with our market reach (not just IDG Enterprise but also including IDG TechNetwork, IDG Connect and IDG Strategic Marketing Services) puts us in an excellent position to capture any and all advertising dollars. Also, even though marketing dollars are tight, marketers are looking to invest in new and innovative programs. Our ability to continually launch new integrated programs, online ad units and events will allow us to become more strategically aligned with our customers and help drive profitable revenue.

Q What are the top three priorities IDG Enterprise has for the coming fiscal year?

A 1) Driving profitable revenue by growing our existing revenue streams and launching new businesses that focus on reader revenue, 2) Growing online traffic and our database and 3) Continually listening to our customers and innovating to meet their needs.

Q Everyone is talking about mobile being the next big thing. What are our enterprise brands up to in this area, and when do you see this market really taking off?

A Mobile presents a wonderful opportunity for us. Given that the market has a propensity to buy applications versus the expectation that everything be for free (i.e. the Web), IDG Enterprise is focused on launching a number of fee-based applications in the very near future. The apps range from core disciplines of IDG like IT news, all the way to entertainment apps for IT. There is no shortage of ideas when it comes to creating mobile applications. The challenge is finding out what an IT professional is willing to purchase based on his or her specific needs. Our goal is to launch numerous apps that test the waters and

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Coming up

IDC Mexico IT Forum Roadshow 2009
Sept. 24
Tabasco, Mexico
www.idclatin.com

IDC's Asia/ Pacific Business Analytics for 'Fact-based' Decision-Making 2009
"Steering Organizations through the New Economy"
Sept. 24
Grand Copthorne Waterfront Hotel
Singapore
www.idc.com.sg

IDC Brazil Manufacturing Insights Seminar
Sept. 29
São Bernardo do Campo, Brazil
www.idclatin.com

Cloud Computing Summit
An IDC U.K. event
Sept. 29
London
www.idc.com

Windows Server World Conference with Microsoft Management Summit
An IDG Japan event
Sept. 30
Tokyo Midtown Hall
Minato-ku, Tokyo
www.idg.co.jp/expo/wswc/2009/

CRM Conference
An IDC Portugal Event
Sept. 30
Centro Cultural de Belém
Lisbon
www.idc.com

Storage Networking World
A Computerworld event
Oct. 12-15
J.W. Marriott Desert Ridge
Phoenix
www.snwusa.com

ICT Efficiency and Sustainability Conference
An IDC U.K. event
Oct. 13
Hotel Russell
London
www.idc.com

Reporting widgets collect, share data on Windows systems

InfoWorld, PC Advisor service represents another way to engage readers

For anyone wondering just how many people are running Microsoft Word on what brands of PCs, InfoWorld.com can give them a good idea. Its Windows Pulse service (http://www.infoworld.com/windows-pulse) lets users see the state of Windows systems throughout the world, providing information on what applications people actually use, how much memory they have and what brands of PCs they own, among other measurements.

Gruman

"Individuals can see how they compare to the world at large," said InfoWorld.com Executive Editor **Galen Gruman**. "Businesses can get a sense of how they stack up as well; it gives them an idea of what they may want to standardize on. Developers can get a sense of what customers actually have and do."

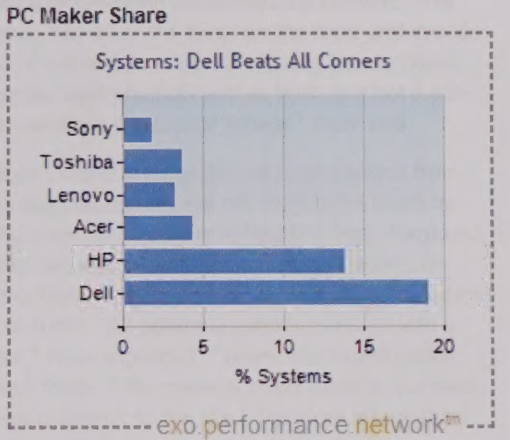
Devil Mountain Software (DMS), an IT consultancy to large enterprises, developed the original reporting service. DMS began by monitoring PCs in the financial industry so financial institutions could optimize their PCs to ensure the fastest trades and spot possible problems in advance. According to Gruman, DMS President Randall C. Kennedy, who is an InfoWorld columnist, realized that having such information from many users would provide good context when advising his clients as to the status and setup of their PCs, so he created a lightweight reporting tool that people could download to send their systems' data to a shared repository.

InfoWorld.com offers other applications and services on its site which includes an iPhone apps finder for business and IT users and an e-mail course on PC security.

"To expand the reach, he made a deal with InfoWorld and later PC Advisor in the U.K. to distribute the monitoring agents under our own labels," Gruman said. Called Windows Sentinel, the reporting tool lets users see the performance specifics of their systems, plus receive alerts for issues such as low memory or compatibility with Windows 7.

As that database grew, the number of active systems' data hit a point this spring in which DMS could draw real conclusions about the real-world state of Windows users. "So it created reporting widgets — what we offer as Windows Pulse — to share that information," Gruman said.

Gruman said that more than 19,000 people have downloaded the reporting widgets from InfoWorld, PC Advisor and DMS, although the number of PCs actively sending information to the DMS database is now just above 10,000. ("Some may have uninstalled the tool, others may have been replaced by new PCs," Gruman said.)



This graph is produced by one of the dashboard widgets InfoWorld.com visitors can download to track the state of Windows usage across the globe.

Information on any user's PC is added to the DMS database anonymously. "There is no way to see any individual computer's data except your own," Gruman said. "Windows Sentinel sends data to an anonymized database that reports only the aggregate trends. Even if you broke into the database you wouldn't be able to get back to the individual PCs themselves."

InfoWorld.com offers other applications and services on its site at infoworld.com/stuff, which also includes an iPhone apps finder for business and IT users and an e-mail course on PC security.

"For us, it's a way to offer repeat engagement to readers and provide a new kind of service in the online environment," Gruman said. "Even popular articles typically have a short shelf life online, and we all know the business challenges of keeping Web sites full of content that attracts readers every day. So for us, such tools are ways to experiment with the Web's non-textual capabilities and perhaps form the basis of new offerings that appeal to readers' desire to keep up with technology information and trends, as well as have sign-up or even user payment potential."

Write to galen_gruman@infoworld.com.

ITworld blogs

continued from page 1

In addition to showcasing their thought leadership on a particular topic, vendors may receive a variety of benefits for their sponsorship, said **Farrah Forbes**, online sales director for ITworld. In the case of CA, it received 100% ownership of the ad units surrounding the blog with a lead generation unit housing three pieces of CA's content and driving leads. One hundred fifty thousand promotional impressions were included to drive traffic to the blog page.

Blog content is also woven throughout the site in order to help drive traffic. Each post is tagged to ITworld's site taxonomy, so the post shows up on that topic's index page, under "most recent" articles, and depending on a post's popularity, it could also appear under "most popular" articles. Naze said they have also run several polls in conjunction with the blog. The polls provide another entry point for the blog from within the site and give the blogger new data points for future posts.

The vendor's name and logo appear at the top of the blog directly below its title. In addition, if the vendor supplies the blogger, that will be clearly noted in the blogger's bio. In terms of content, the guidelines for the blog recommend vendor-neutral content. "We ask that they keep the focus on the topic and include a mix of information such as industry trends, news, resources, best practices and so forth and not a particular vendor's product or service," Naze said.

Because ITworld is a site that includes content from many sources, readers are not likely to be fazed by seeing a vendor's name attached to a blog, Naze said, noting that readers are used to seeing content on the site from IT professionals, vendors, analysts, users and so forth. "All potential contributions go into a queue," Naze explained, "where an ITworld staffer reviews them. If the material offers value to our readers, we publish it to the site." For more information see About Us (www.itworldcom/about).

For more information, contact Jodie Naze at jodie_naze@itworld.com.

Allt om iPhone

continued from page 1

months later, as Leijon was considering various ways to boost revenue, he approached Snell and asked for access to the Macintosh Superguide content. His team translated and modified the content for the local Swedish market and launched Allt om Mac in May. It sold about 6, 200 copies at 99 SEK and proves to be a great "long tail" product as a PDF since it still is the third best-selling PDF at IDG Sweden, Leijon said.

Based on the success of that project and the huge popularity of the iPhone, Leijon said his team decided to tackle a second guide. Two staff members, Editorial Assistant **Anna Müller** and Art Director **Calle Wollner,** spent the equivalent of one full week (spread over four weeks during the summer) laying out and proofreading the content, which had been translated and edited for the local market by a freelance writer. Leijon said his costs were approximately 100,000 SEK ($14,300) and that they were covered by the ads sold into the guide. Therefore, the 400,000 SEK in sales he anticipates will be pure profit. "We did, however, have free printing costs for this issue so the profit for the next addition to the series will likely be closer to 300,000 SEK ($43,500).

Allt om MAC
NY TIDNING!
100 sidor
tips & guider
Allt om iPHONE
NY TIDNING!
Lär dig mer om din iPhone

Allt om iPhone features a smaller trim size than the regular MacWorld magazine – "more like that of a book," explained Editor-in-chief ***Andreas Leijon****. "It seems to work much better; it's got that 'This I've got to save for later' feeling to it!" he said. Content for both guides — Allt om Mac and Allt om iPhone — is based on content from Macworld U.S.'s popular Superguides and was translated and updated for the local market.*

Beyond marketing Allt om iPhone via MacWorld in both print and online, Leijon said they have put a lot of effort into using social media — mainly Twitter twitter.com/Leijon and twitter.com/MacWorld_Sweden — to get the word out. They also used a poll in the MacWorld blog allowing readers to vote on which cover they thought should go to print, Leijon said. And they have teamed up with the companies that sell the iPhone in Sweden to hold a series of contests in which the guide serves as the prize. Lastly, said Leijon, they are planning to use their database of known iPhone-interested persons to send SMS texts to their cell phones reminding them to pick up a copy of Allt om iPhone. "We're also in negotiations with a large mobile operator about a reprint of Allt om iPhone. They're interested in giving away 10,000 copies to their customers when they buy an iPhone, thus saving them a lot of time, effort and money in support activities."

Leijon said his team plans to launch guides based on Macworld U.S.'s Mac Gems and Digital Photography Superguide during the first quarter of FY10.

For more information, contact Andreas Leijon at leijon@idg.se.

people

noteworthy

Promotions

Frydrychowicz

Krzysztof Frydrychowicz, previously editor-in-chief of Computerworld Poland, has been named business media director for **IDG Poland**. Frydrychowicz joined Computerworld Poland in 1995 as news editor. "Krzysztof's promotion is well deserved," said IDG Poland General Manager **Kazimierz Szot**. "He has acted as co-publisher of our enterprise titles for the past two years and proven himself to be not only a dedicated and successful media director but also a talented host of Computerworld's prestigious awards ceremonies and conferences. Now he is to lead our enterprise group, and I am confident he will do it in great style." *krzysztof_frydrychowicz@idg.com.pl*

PATRICK BURKE

Gardner

IDG Human Resources HR Coordinator **Jillian Gardner** has been promoted to associate HR representative. "Jillian began her role with HRSD in May 2007. Over the course of the past two-plus years she has mastered the HR administration role, providing support to more than 500 employees," said **Sara Scogland**, HR manager. "She has found ways to streamline processes and tools to increase efficiency wherever possible. Jillian has developed a solid understanding of the fundamental concepts within HR and built knowledge and skills across key HR areas such as recruiting, compensation and employee relations. Jillian works with employees and managers across the organization and knows each of HRSD client's business, organization, culture and policies. In addition, she has consistently pitched in wherever her help is needed. She is bright, responsive and resourceful." *jillian_gardner@idg.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

New employees

Calvin Ho joins **IDC Asia/Pacific**'s Singapore office as regional account manager. He has 11 years of international sales and business development experience, most recently with Cisco Systems where he was global account manager, Asia Pacific. He holds a diploma in business studies from Singapore's Ngee Ann Polytechnic. In his free time he enjoys singing, working out, spending time with family and friends. *cho@idc.com*

New at **IDC Malaysia**'s Kuala Lumpur office is Research Manager **Chin Jun Fwu**. He will be focusing on market and competitive analyses, technology trends and predictions and user demands and preferences. He was previously with Microsoft as a product marketing manager responsible for the database and integration server software in Malaysia. His hobbies include playing sports and games. *jfchin@idc.com*

IDC Vietnam has hired **Thong Nguyen** as a senior market analyst; he will be concentrating on telecommunications and mobile services research. He most recently was a market research data analyst with A.C. Nielsen in Stamford, Conn.; before that he was a sales manager for Hochiminh City Chemical Co. Thong holds a B.A. in international business from Foreign Trade University in Hochiminh City as well as an M.B.A. in management and finance from San Diego (Calif.) State University. He enjoys traveling and exploring other cultures and recently returned from a trip to Europe. *tnguyen@idc.com*

IDC Philippines' new associate research editor is **Jose Crisanto Tano**. He will be responsible for editing documents for the Asia/Pacific Publishing Services and Technologies group. Earlier he worked in international development as a logistical and administrative coordinator. Jose earned a B.S. in mathematics and economics from Lafayette College in Easton, Pa. He enjoys reading, drawing, chess and rock climbing. *jctano@idc.com*

Customer cites IDG's consultative approach in accepting Min award

Each year Media Industry Newsletter (Min) recognizes top media buyers and brand marketers who champion media brands. AMD Manager for Integrated Marketing Services Katie Pariseau was honored at the Min Sweet 16 awards breakfast on September 16 in New York. She was joined by Charles Lee, SVP, Strategic Programs and Custom Solutions, IDG Communications. In her acceptance speech, Pariseau cited IDG's consultative approach and partnership around AMD's Accelerate Results campaign, which early this year won a Min Best of Web award.

One on one

continued from page 3

set us up for future success. We are also closely evaluating opportunities for specific ad units or events that would be applicable to this high-growth area.

Q CXO Media launched an employee mentor program last year. Have you evaluated the results, and will there be a year two?

A Absolutely! The feedback has been extremely positive and our plan is extend this program across all of IDG Enterprise, and HR is also working to extend it to other IDG business units that would like to participate. Last year about 25 percent of our employees signed on as either mentors or mentees — and in the case of several employees — both. We've just gathered some great input from the recent participants and will incorporate that into the next launch. We should announce Mentor Program 2.0 by Oct 1. Stay tuned!

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

18
James Duffy *Network World*
Simona Cattaneo *Nuov@Periodici Italia*

17
Rosemary Pickett *IDC*

16
Edith Hoellersberger *IDG Germany*

12
Johanna Ambrosio Laplante *Computerworld*

11
Jenny Maurin *IDG Sweden*
Agata Jaskiewicz *IDG Poland*

10
Naoki Morimoto *IDG Japan*
Paul Marttila *IDG Australia*
Rajnish Arora *IDC Singapore*
Sandie Breese *IDC Singapore*

9
Thomas Schwieters *IDC*
Sara Scogland *IDG*
Charlotte Kjerrman *IDG Sweden*

7
Mark Unsalo *IDC U.K.*
Robert Jesionek *IDG Poland*
You Sook Hong *IDC Korea*

6
Howard Sholkin *IDG*
Coretta Wright *Network World*
Ataporn YongSoongneun *IDC Thailand*

5
Jennifer Sand *Network World*
Ken Aoyama *IDG Japan*
Ethan Pike *IDC China*

4
Jessica Salcedo *Computerworld*
Jeremy Rueb *IDG*
Stephen Galeotalanza *IDG World Expo*
Sarah Welcome *IDG Technology Support Group*
Rebecka Guzman *IDG Sweden*
Jason Gorud *IDC Hong Kong*
Delia Heng *IDC Singapore*

3
Jeffrey Ciulla *IDC*
Lisa Jacques *IDC*
Costantino Cialfi *Nuov@Periodici Italia*
Coann Teoh *IDC Singapore*

2
Tara Wislocki *IDG World Expo*
Emil Söhr *IDG Sweden*
Ashadi Cahyadi *IDC Indonesia*

1
Grace Li *IDG China*
David Isaac *IDG Connect*
Brandon Brown *IDG Online Publishing Group*
Duane Bone *IDG Online Publishing Group*
Whitney Strang *IDG Tech Network*
Jennifer Yomogida *IDG Tech Network*
Tanya Anzuoni *IDG World Expo*
Kristi Nelson *InfoWorld*
Paola Sanchez *IDC Mexico*
Jonathan Tornell *IDC Mexico*
Hwai Lin Khor *IDC Singapore*
Thanwalai Sae-Chua *IDC Thailand*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

Help pick the 12 winning calendar photos

Get ready for your chance to help select the 12 winning photos in the 2010 IDG Employee Photo Calendar Contest. Beginning on Monday, Sept. 28, you will be able to log on to IDG Central and vote for your 12 favorite photos. All employees who vote will be automatically entered in a random drawing to win one of three $50 American Express gift cheques. The voting period runs from Sept. 28 through Oct. 9. Winners will be announced on Oct. 12 on IDG Central. If you do not have a login for IDG Central, you may request one using the link you will find at www.idgcentral.com.

IDC's CCR staff celebrate India's 63rd Independence Day

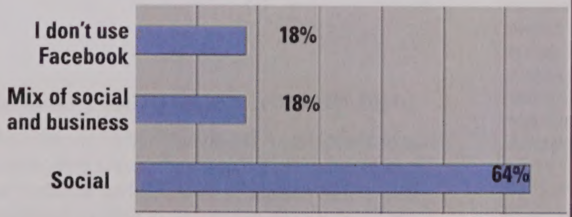
Staff at IDC's Center for Consultancy and Research (CCR) in India celebrated the country's 63rd year of independence on Aug. 15 with an afternoon of fun that included team Scrabble and charades competitions, the selection of the best dressed male and female colleague (everyone had decided to wear ethnic clothing for the celebration) and the creation of two rangoli (traditional Indian art form), which several members of the staff created at the entrance of the office.

One of the two rangoli created by CCR staff. Rangoli is a form of sandpainting decoration that uses finely ground powders to create brightly colored designs on floors and walls.

IDC's Center for Consultancy and Research, a wholly owned subsidiary of IDC, was incorporated in May 2005 in Bangalore as a resource center for IDC worldwide. Staff based at CCR work full-time for managers based in the U.S. and Asia/Pacific. At present CCR has 52 staff providing services such as research support, publishing services, statistical analysis, database management and research tools development to various IDC offices. CCR was established and is managed by Managing Director **Piyush Singh**, a 15-year IDC veteran. WU

Question of the Week results for Sept. 17

What is your primary use of Facebook?



Log on to www.idgcentral.com to vote on this week's question:
What do you think of The Wall Street Journal's plan to charge mobile users for access to its content?

profile

unsung hero

Name
Maibritt Møller

Home
Copenhagen, Denmark

Tenure
I joined IDG in 2007.

Current title
Event & Conference Manager

Primary job responsibilities
I manage the event and conference business at IDG Denmark, working out strategies for both new and existing products. I develop programs for bigger conferences and am in contact with our speakers and sponsors. I sometimes also sell sponsorships. I work very closely with our marketing team to market all our conferences (approximately 30 per year) to attract attendees.

Three things I do in a day's work
I answer a lot of e-mails, as a big part of my job is to coordinate with different people. Every day I check how many attendees we now have for the upcoming events, as this is probably the hardest part in my job.

What I love most about my job
That not a day is the same. I interact with so many different people, and I meet new people all the time. I love to have many things going on at the same time; if it is too slow, then I get bored. Coordinating and having the big overview is what I love.

Latest accomplishment
Organizing the Computerworld Race, where we had more than 1,000 people out and running.

Biggest challenge
To get the right attendees to our different conferences.

Career highlight
Growing the event business at IDG Denmark from almost nonexistent in 2007 to a turnover of EUR 600,000 (US$880,000) in 2009. Of course, this was done together with my team of marketing, sales and editorial people.

What I'm doing to be a better employee
I arrange a lot of social activities for my colleagues, such as sporting events and parties, and I try to be a positive person to be around. I also work when it is needed, meaning I work in the evenings, if we are busy.

Interests outside the office
I run marathons, triathlons and sail. I spend about 15 hours a week either running, swimming, spinning or biking. In August 2010 I will hopefully do my first Ironman. All my colleagues are used to seeing me coming to work Monday morning having difficulty walking, as I have been in a competition over the weekend.

What others can't tell
Hmmm... I am not sure, I am a ***very*** open person. I love to dance and party.

*IDG Denmark Event & Conference Manager **Maibritt Møller** has taken the company's event business from almost zero when she joined the company in 2007 to a turnover of EUR600,000 in 2009. Outside the office she is a sports enthusiast who hopes to complete her first Ironman Triathlon next August.*

Nominate your office's unsung hero

Is there an unsung hero in your office? A person whose quiet contributions help ensure the success of the whole group? Why not nominate that individual for some well-deserved recognition as a profilee in our Unsung Hero feature? Send your suggestions to world_update@idg.com.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Michael Friedenberg *IDG Enterprise*
Galen Gruman *InfoWorld*
Andreas Leijon *IDG Sweden*
Gunnar Lott *IDG Germany*
Maibritt Møller *IDG Denmark*
Jodie Naze *ITworld*
Katherine Parrick *PC World*
Howard Sholkin *IDG Communications*

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International Data Group is the world's leading technology media, events, and research company. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers. Media brands are in more than 90 countries and include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. The company's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, OpenSource World, E3 Expo, DEMO, Storage Networking World, and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. Additional information is available at http://www.idg.com.

IDG **World**Update

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VOLUME 39, NUMBER 32

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Vote for your 12 favorite photos!

Staff members at the IDG Chairman's office and IDG International Publishing Services have whittled the more than 250 entries in this year's contest down to their top 40. Now it's your turn! Log on to IDG Central and cast your votes. Voting runs from today through Oct. 9. If you need a login for IDG Central, visit www.idgcentral.com and follow the prompts. Everyone who votes will be entered into a random drawing for one of three $50 AmEx gift cheques.

1

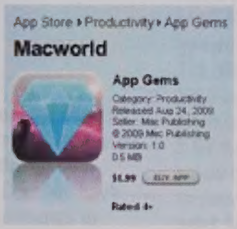
This is the one — the last hardcopy issue of World Update. (If you're reading this within the full-color PDF that arrived via e-mail, you're ahead of the curve.)

Beginning Oct. 5, all IDG employees listed in the online IDG Directory on IDG Central will receive the newsletter via e-mail as a PDF file. If you are not in the directory, send your name, title, business unit and e-mail to idgdirectory@idg.com. If you do not have a password for IDG Central, request one at www.idgcentral.com.

Macworld, PC World launch online initiatives

Macworld's first iPhone app — AppGems — leverages AppGuide

As a complement to its online AppGuide, which helps users navigate the 70,000 iPhone and iPod Touch applications, Macworld last month released its first iPhone application — AppGems.



App Store ▸ Productivity ▸ App Gems

Macworld

App Gems

Category: Productivity
Released Aug 24, 2009
Seller: Mac Publishing
© 2009 Mac Publishing
Version: 1.0
0.5 MB

Every weekday users who have bought the US$1.99 app will receive a recommended App of the Day, one chosen by Macworld editors that they think people should know about. Users can also scroll through several weeks' worth of previous Apps of the Day. By tapping on the app's View Details button, users can read more about the chosen application, including a full description and reviews from both Macworld and users. An Essentials tab takes users to a list of hand-picked apps in a variety of Macworld-selected categories, such as the best apps for road trips, baseball or network monitoring. A Top-Rated tab lists every app by iTunes category that Macworld

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Both brands optimize sites for iPhone, Palm Pre, Android

PC World and Macworld this month released WebKit-optimized mobile versions of the PC World and Macworld sites (http://www.pcworld.com and http://www.macworld.com). WebKit is an open source engine used on the iPhone, Palm Pre and Android phones that lets Web browsers render Web pages in a user-friendly format on those phones, saving users a lot of squinting.

"If you have not built a mobile site then your Web site will show up on a mobile phone the same it does on a computer monitor," said **Alisha Billingsley**, PC World/Macworld business development coordinator. For users, that leaves a lot to be desired; the text and pictures are smaller, forcing people to zoom in and out to read content. "It just isn't a great user experience," Billingsley said.

"It's important for technology publications like PC World and Macworld to have a site that is accessible for iPhones, Palm Pres and Android phones," Billingsley said. "If we want to tackle the newest devices

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IDG Sweden's customer party is the place to be

700 clients, partners, media reps kick off the season at capacity event

For the seventh consecutive year, IDG Sweden showed it really knows how to organize an epic customer appreciation event. On Sept. 10, 700 guests representing companies that have spent the most money on IDG products over the past year, as well as key agency contacts, major partners and journalists covering the country's media business gathered at the business unit's headquarters in Stockholm.

The annual event began in 2003 as a housewarming party at IDG Sweden's new office building, which has an expansive atrium area for gatherings. "We realized then how much fun our customers had when they met and mingled on neutral ground," said Marketing Director **Martin Fältström**. "It's an opportunity for us to give them an enjoyable evening and make it even clearer that IDG is the focal point for the industry."

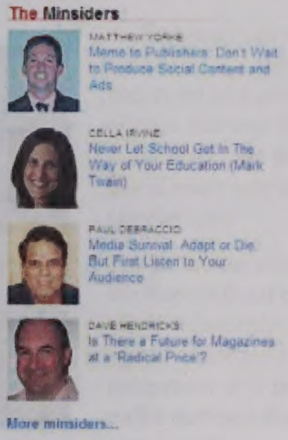
continued on page 4

International Data Group
IDG .se
Macworld
CAP&DESIGN
IDG .se
IDG .se
IDG

Banners with IDG Sweden's brands greeted the guests the day of the customer party.

in brief

Yorke, Cutitta sign on as 'minsiders'



The Minsiders

MATTHEW YORKE
Memo to Publishers: Don't Wait to Produce Social Content and Ads

CELLA IRVINE
Never Let School Get In The Way of Your Education (Mark Twain)

PAUL DEBRACCIO
Media Survival: Adapt or Die. But First Listen to Your Audience

DAVE HENDRICKS
Is There a Future for Magazines at a 'Radical Price'?

More minsiders...

Matthew Yorke, president of IDG Strategic Marketing Services, and **Frank Cutitta**, general manager of IDG Connect, have signed on as contributors to Min Online's "minsider" column. Each will write a column every other month. Yorke's first column, focusing on social media and marketing, is online now and available at http://tinyurl.com/nuwoms. Yorke's column also appeared as the lead story in the Sept. 22 issue of Min's daily newsletter. Cutitta's first column will appear later this year.

Briefly noted

IDC Insights announced the launch of the IDC Government Insights Community for IT and government professionals to discuss technology issues within the context of their business. The community will feature networking opportunities, analyst blogs, discussion forums, a resource library and much more.

IDG World Expo announced that David Pogue, author and personal technology columnist for The New York Times and Leo Laporte, host of "MacBreak Weekly," "The Tech Guy," and the TWiT netcast network will be featured presenters at Macworld 2010, slated for Feb. 9-13, 2010 in San Francisco.

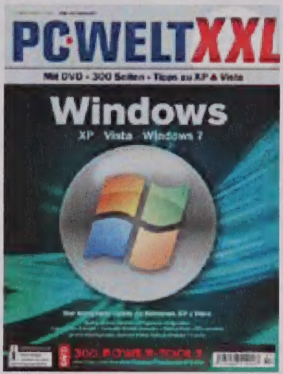
PC-WELT's special Windows issue generates $258,000 using mostly repurposed content

*PC-WELT Managing Editor **Andrea Kirchmeier** and Vice Editor-in-chief **Wolfgang Koser** helped shepherd the development of PC-WELT XXL, a hugely popular special issue that sold more than 50,000 copies*

When PC-WELT launched XXL, a "Windows bible," in its online store this summer it sold out in three days.

"Our circulation guys didn't expect such a success, so they stocked the shop with 5,000 copies, the normal amount," said **Wolfgang Koser**, vice editor-in-chief for PC-WELT and Digital World. "All the other copies had been sent to the newsstands, so we had to reprint. And the reprints sold out a week later."

In the end, nearly 50,000 copies of PC-WELT XXL were sold, generating revenue of more than 175,000 euros (US$258,000). XXL's cover price is 12.99 euros ($19); a downloadable version is 8.99 euros ($13). Koser said because the issue is still available on newsstands, he had no exact sales figures to date.



XXL is "all about Windows," Koser said, "including Windows XP, Vista and a few pages about Windows 7. It's meant to be the Windows bible for Windows users from beginners to enthusiasts." He said the 300-page magazine contains "the usual hot stuff" — ways to stop Windows annoyances and unveil hidden secrets, as well as how to increase system speed and system security.

Koser said 10% of the editorial is new and the rest repurposed, going back no more than two years. Every article was redesigned to run more photos and screen shots and less text. XXL also came with a covermount DVD with 300 Windows tools, including the PC suite TuneUp Utilities.

PC-WELT publishes 12 to 16 special-issue magazines per year (see sidebar) but tried a new format for XXL. "My assumption was that people still are willing to pay a price for outstanding quality," Koser said. "So instead of doing just another regular special issue, we decided to increase its size and create a completely new, easy-to-read layout. We gave it a shiny, rich-looking cover, double printed on thick paper with an underlying silver foil to make it look expensive. And we doubled the price from that of a regular special issue."

The issue came together in a month under the guidance of Koser and PC-WELT Managing Editor **Andrea Kirchmeier**, working with freelancers who handled all the editing and layout. XXL was marketed through ads in PC-WELT and other IDG Germany publications and Web sites.

For more information contact Wolfgang Koser at wkoser@pcwelt.de.

PC-WELT's special editions cover Linux, photography and Windows

PC-WELT
LINUX
Netbooks
Linux – sicher wie nie
FOTOWELT
Die neuen Kameras
Geheime Tricks der Foto-Profis
PC-WELT
Tipps&Tricks
Windows extrem

PC-WELT has three lines of special editions, each of which is published four times a year. The editions focus on Linux, digital photography and Windows tips and tricks, of which PC-WELT XXL is the latest volume.

one on one the interview

Eric Knorr
The editor-in-chief of InfoWorld is this week's columnist. Reach him at eric_knorr@infoworld.com.

> *"We are making other efforts to get users in our database, too. For example, InfoWorld Executive Editor Galen Gruman has collected combinations of aggregated and original material we call 'Deep Dives,' which are basically downloadable, house brand white papers that require registration."*

Q **As you look back over the 2-plus years that InfoWorld has been an online-only brand, what's the biggest lesson you've learned along the way?**

A That you have to go straight to the heart of what defines your brand — in a way you might never have had to do as a print publication. There are thousands of Web sites and blogs that cover IT. Yes, InfoWorld is an established brand, but what exactly does that brand mean online and how is it different from the competition?

We got a clear answer to that question, thanks to the intense focus on traffic metrics that comes with being online-only: Our readers want in-depth coverage of important new technology from the real-world perspective of IT pros. I doubt many sites can claim traffic numbers like ours for a feature story on power-saving myths, say, or open source business software. But there's a cultural thing going on, too, an irreverence endemic to IT. When we strike that chord exactly right, as with our annual "Dirty IT jobs" story, we get really big numbers.

This makes sense. Over the past 10 or 15 years, InfoWorld has built up a stable of loyal, skilled contributing writers who have hands-on experience in IT. Many of them are both InfoWorld product reviewers and bloggers and collectively they generate the lion's share of our content. They know what the hot-button issues are and their insight resonates with IT professionals, because they are all part of the same community.

Over time, this "by IT, for IT" perspective has evolved into a strong marketing message: InfoWorld is an essential tool for "modernizing IT." In other words, we talk not only about strategic goals for IT, but offer practical advice on using the latest technology to achieve those goals courtesy of our experienced pros.

Q **Is this a new editorial position for InfoWorld?**

A No. It's the crux of what we've always offered. In informal discussions with readers about our brand, the reaction has been: "duh — of course that's what InfoWorld is about." After all, we are one of the few publications online or offline still reviewing enterprise products, which is a crucial part of our credibility.

Another proof point is in the quality of the comments we get. Instead of the usual quick snipes and kudos, we often get lengthy, technically adept commentary on our content. In a couple of cases, we've been so impressed with those comments that we've tracked down the authors and invited them to write for us.

Q **On that topic, you have a user-authored blog called Off the Record, for which I saw that you offer would-be contributors $50 if their post is published. How effective has this strategy been?**

A Funny you should mention that. We started Off the Record as a column back in the print days, but in the past six months it has become one of our most popular blogs. Off the Record points to the pent-up need IT people have to share their experiences — but the best stories must be told off the record if people want to keep their jobs. A lot of the credit for Off the Record's success goes to its editor, Lisa Blackwelder, who has been terrific at extracting compelling, funny stories from the community.

Q **In April you relaunched the InfoWorld Web site. What were your goals and what kind of progress have you made toward achieving them?**

A Well, more than anything, we wanted a modern Web site. We were using a 2002-vintage content management system with static pages and an old-fashioned design. We're now on a Drupal platform that is much easier to use and affords us many more options than we had before. And I am thrilled with the new design. It combines a very modern, open look with respect for the InfoWorld brand and a layout that gives us the flexibility to highlight our most valuable content.

Editorially, we had several goals. First and foremost was to make clear what InfoWorld is about! We did that in several ways. The site is now divided into channels, which aggregate material on our strongest topics — virtualization, app dev, cloud computing, enterprise security, and so on. Channels have a separate, prominent navigation device that effectively screams "here's who we are."

Channels also serve as their own "sites of record" on key topics within the larger InfoWorld site. In aggregating related material, we provide a reference service to readers, with the intent of encouraging them to turn more pages per visit. In fact, this seems to be working pretty well. Since the relaunch we have improved our average pages per visit by a full page view.

And finally, channels give greater exposure to our blogger experts. Each of our channels has a blogger "host" who presides over that topic. Elevating these InfoWorld personalities was a key goal of the redesign. Traffic to blogs has increased substantially,

continued on page 6

IDG Sweden

continued from page 1

IDG Sweden held an informal CEO roundtable and a leads seminar prior to the big customer party in the evening.

The event has become a must-attend function and serves as a kick-off party for the fall season, he added. Each year's party has been fully booked, and those invitees who aren't quick to respond have to be put on a waiting list.

Before the dining and entertainment festivities in the evening, IDG Sweden CEO **Lars Dáhmen** hosted an informal meeting with 10 CEOs from major IT companies. The closed-door session gave the group, which changes every year, a chance to share experiences and talk about a range of issues, including the state of the economy and IT trends.

IDG Sweden CEO ***Lars Dáhmen*** *interviewed client Karin Edebo of Panda Security as part of a video feature about the event.*

Also in the afternoon, capitalizing on the importance customers place on lead generation, IDG Sweden held a training seminar on how to most effectively use the names from IDG Sweden's leads program (see sidebar below). The target audience was IT company sales and marketing managers who held tickets to the party. Space was limited to the first 50 guests who responded, and the session reached capacity soon after invitations went out.

IDG Sweden Filmmaker **Mikael Hall** created a video with excerpts from the party that include Dáhmen interviewing customers who answered questions such as "How are you adjusting your business now that the economy seems to be improving," "How can you and IDG work even more closely together" and "What is your favorite IDG product"? Several employees also talked about hot projects they're working on, including IDG.se as a new app for the iPhone, the Computer Sweden jobs site and IT-Branschen's IT Business Awards.

The video is on IDG Sweden's marketing site, idg-media.se, and a link was included in the monthly e-newsletter that goes to 9,000 customers and agency staff. It will also appear on IDG Sweden's You Tube channel.

As a fun feature, IDG Sweden staff also created a special Twitter feed just for the event and set up a large screen in the center of the reception area to display the posts from guests who wanted to tweet about the party.

Write to martin.faltstrom@idg.se. To view the video of the event, go to http://tinyurl.com/ydaluqr.

In-house seminar advises clients on using leads effectively

Henric Lorgin, IDG Sweden's leads business manager, hosted the Sept. 10 customer seminar on how to most effectively use the names from IDG Sweden's leads program. He suggested a variety of tips for clients, including the following:

1) Carefully measure lead transition through the sales cycle via clearly defined steps on a per-company/per-division basis, such as if the lead recognizes the problem to be solved, if they are planning to do use a specific solution, etc. Route highly qualified leads to priority sales follow up.

2) Send unqualified leads to remarketing (lead nurturing) to provide them with the information they need to step forward in the decision making process, then try again with telemarketing or prioritized sales follow up.

Lorgin

3) Make sure the sales team knows all the specifics about the lead generation programs that are running, and set up common definitions for what constitutes a sales-qualified lead. Without this, the risk of leads never being followed up on increases greatly, as sales might not be comfortable with contacting them at all. Set up time frames in which time these leads must be followed up on. It's not unfair to demand that a qualified sales lead be followed up on promptly, as time is of the essence.

WebKit-optimized sites

continued from page 1

and biggest players in the market we had to develop these sites. More and more phones will come out that will include WebKit browsers — never mind the market share they already have — so it's important that we create an environment on these platforms for our users to digest our content. We can't just review and report on these platforms; our content needs to be a user-friendly part of these platforms."

IDG WORLD UPDATE

Senior Applications Developer ***Justin Counts*** *(r) led the project for both sites. Senior Applications Developer* ***Paul Hinks*** *developed a tab that leads users of both sites to the mobile App Guide.*

(A 2007 deal with mDog for mobile-optimized content of IDG U.S. sites is still in place for phones such as the Blackberry and Windows Mobile phones that have less-sophisticated browsers and do not use the WebKit engine. "The mDog solution still works for those phones," Billingsley said, "so between the new WebKit sites and the mDog versions of the sites we've covered most phones.")

She said that when a user accesses either the PC World or Macworld WebKit-enabled site on their iPhone, Palm Pre or Android, "we will sniff out what phone they have and redirect them to the appropriate site for their phone. It's a seamless transition for our current mobile readers."

Billingsley said it took about six weeks to build the WebKit-optimized mobile sites for both PC World and Macworld. Senior Applications Developer **Justin Counts** led the project for both sites; Senior Applications Developer **Paul Hinks** developed a tab that leads users of both sites to the mobile App Guide, a listing of all the applications available for iPhones; and Senior Web Designer **Johnathan Andersen** did the design and front end coding.

For more information contact Alisha Billingsley at alisha_billingsley@pcworld.com.

AppGems

continued from page 1

IDG WORLD UPDATE

AppGems is a complement to the AppGuide, said PCW/MW VP, Business Development ***Ulla McGee****. "It is ever-present on an iPhone deck and allows people to download an app directly instead of going through iTunes."*

has reviewed with the highest-rated at the top. The News tab contains a live list of current iPhone stories from Macworld.com; users can tap on any headline to read the full story with graphics.

"AppGems is a complement to our AppGuide," said **Ulla McGee**, PC World/Macworld VP, business development. "It is ever-present on an iPhone deck and allows people to download an app directly instead of going through iTunes on their desktop. And because it presents one app per day there's an incentive to open AppGems every day. The combination of great editorial content and insight with iPhone-specific features like local search results gives AppGems a straightforward USP [unique selling proposition]."

AppGems took four months to develop and build, according to McGee. "[Macworld VP, Editorial Director] **Jason Snell** and our business development team came up with the initial concept, wrote an RFP that we sent to a few different developers with experience in app design and development. We didn't want to build it in-house because programming apps, no matter the platform, is not part of what we do as an organization." An in-house programming team did, however, build the content feeds that power AppGems on a daily basis.

To date the number of buyers of AppGems is nearing 10,000. "It was the No. 1 productivity app on iTunes for a few days after it launched," McGee said, noting that it is now in the Top 20 of paid productivity apps.

McGee said that out of the total sales there have been "only a very few" refund requests. (Apple handles the refunds and receives 30% of any sale.) To date, 46 users have rated AppGems, giving it an average rating of three stars out of five and largely positive feedback and comments.

An AppGems update is already in the works, according to McGee. The next version will fix some bugs, bad links and some issues with geolocation. It will also offer prices of the apps based on the currency of where the user is located.

McGee said other IDG business units could reuse the AppGems' code for localized versions of the app. "It's a possibility if, say, IDG Germany has app reviews. It works best if they already have something like an AppGuide and are willing to invest in creating quality reviews and news content about apps on a consistent basis." She noted that Apple's approval process takes up to three weeks and should be built into any project plan.

Macworld is planning the launch of another app in the next few weeks, according to McGee. It will be a book app based on Macworld's iPhone Superguide (see IDG World Update, Oct. 8, 2007). If successful, MW will offer books apps for other titles in its Superguide series.

Contact Ulla McGee at ulla_mcgee@pcworld.com.

For more information on AppGems go to http://tinyurl.com/ybx6mbd or http://www.itunes.com/apps/appgems.

For information on the AppGuide go to http://www.macworld.com/appguide/index.html.

noteworthy people

New employees

Stone

PC World has hired **Kyle Stone** as community manager. He was previously an associate Web producer with Affinity Labs, Inc. He holds an honors B.A. in philosophy from Trinity College in Hartford, Conn., and enjoys cycling, 20th-century literature and independent art. He is looking forward to being on a panel on universal politics at the 2009 North American Jean-Paul Sartre Society conference. *kyle_stone@pcworld.com*

Boothe

IDG WORLD UPDATE

Previously VP of product marketing and CTO with Ziff Davis Media, **Norris Boothe** is now VP of product development with **GamePro Media**. He earned a B.A. in physics from Haverford College in Haverford, Pa., and an M.B.A. from the University of California/Los Angeles' Anderson School. In his free time he enjoys wine tasting, travel and "my Labradors." *nboothe@gamepro.com*

Bonarowski

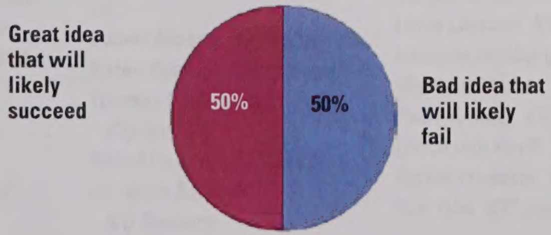
Michal Bonarowski joins **IDG Poland** as consumer media director. He was previously chief editor and publishing director at Onet.pl, Poland's largest general portal site, with approximately 10 million monthly users. He holds a graduate degree in law and administration from Warsaw University and enjoys cycling and making herbal medicines. *michal_bonarowski@idg.com.pl*

IDC California in San Mateo has hired **Michael DeHart** as research director, Primary Research. He was previously self-employed as a consultant and before that worked for Kelton Research as VP, quantitative research and strategy providing advanced statistical modeling and best practices research methods recommendations. He holds a B.A. in mathematics from San Francisco State University and an M.B.A. from Golden Gate University, also in San Francisco. He currently helps manage a non-profit group that runs a shelter for homeless orphans in Kenya and provides microfinancing loans and job skills training. An avid exercise fanatic, he is also a "foodie and wine freak." *mdehart@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Question of the Week results for Sept. 21

What do you think of The Wall Street Journal's recently announced plan to charge mobile users $1 or $2 per week for access to its online content?



Log on to www.idgcentral.com to vote on this week's question: **Should AT&T have the exclusive U.S. rights to sell Apple's iPhone?**

One on one

continued from page 3

so I think we're achieving that.

Q Has the new site improved Google rankings?

A The dirty little secret of a relaunch is that it takes months to recover from the new URL structure. Your Google rankings tank. We have been recovering steadily over the five months since the relaunch, to the point where we are close to where we were before.

The good news is that the templates on the new site are much cleaner, so we can be crawled and indexed much more effectively. The long-term effects of that will be very positive. That was another reason we needed a new site.

Q What is the biggest challenge you've faced as an online-only publication?

A The number one challenge faced by any online-only publication is customer acquisition. In print, people give up information about themselves in exchange for a tangible paper item. Online, where you don't even have to register to get great content, you need incentives to get people to opt in to your database.

Why is this important to editorial? Well, for one thing, our newsletters drive a large percentage of our traffic. If that e-mail list goes stale, my traffic goes south, simple as that.

So, obviously, we promote newsletter sign-ups. But we are making other efforts to get users in our database, too. For example, InfoWorld Executive Editor **Galen Gruman** has collected combinations of aggregated and original material we call "Deep Dives," which are basically downloadable, house brand white papers that require registration. We plan on extending that model to several areas of the site.

> *"One thing we've decided to do as the dust from the economic downturn settles, is take a fresh look at the tech industry, identify the most promising emerging tech trends, and launch new channels in those areas."*

Q What are some of your top priorities for IW in the new fiscal year?

A You mean aside from increasing page views, registrations, and uniques? Well, one thing we've decided to do right now, as the dust from the economic downturn settles, is take a fresh look at the tech industry, identify the most promising emerging tech trends, and launch new channels in those areas. Part of InfoWorld's mandate in the past has been to call out important new trends and build our coverage around them in a big way. We think it's time to make some noise and capture that excitement again.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

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Maria Doehler *IDG Germany*

20

John St. Martin *IDC*
Martin Wallström *IDG Sweden*

19

Andrew Ware *IDC*
Gerhard Holzwart *IDG Germany*

18

Darren Whiteman *IDG U.K.*
Stefan Ueberhorst *IDG Germany*

17

Wlodzimierz Duszyk *IDG Poland*
Charlotte Kempe *IDG Sweden*
Juergen Hill *IDG Germany*

15

Marcel Schaper *IDG Netherlands*
Wolfgang Sommergut *IDG Germany*

14

John Daly III *IDC*
Heidi Schwab *IDG Germany*

13

Martin Canning *IDC Nordic/Benelux*
Ursula Nehring *IDG Germany*

12

Mitchell Rose *IDC*
Krzysztof Arkuszewski *IDG Poland*
Michito Kimura *IDC Japan*
Tanya Braitchouk *IDC U.K.*
Scott Moore *IDC Hungary*
Frank Niemann *IDG Germany*
Jun Kawahara *IDG Japan*
Ryuta Nasukawa *IDG Japan*
Jennifer McKean *IDG Research Services*

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Regena Marie Adams *IDC*
Ki Blomqvist Vesterberg *IDG Sweden*
Mats Ståhlbröst *IDG Sweden*
Stéphanie Boidin *IT News Info*
Alexandra Mesmer *IDG Germany*
Alexander Bauer *IDG Germany*
Michael Schmelzle *IDG Germany*
Ann Bednarz *Network World*

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Al Gillen *IDC*
Bill Casey *IDC*
Brian Burke *IDC*
Dominika Marszycka *IDG Poland*
Dorota Konowrocka *IDG Poland*
Beate Woehe *IDG Germany*
Anita Thiel *IDG Germany*
Malte Jeschke *IDG Germany*
Michael Eckert *IDG Germany*
Christian Vilsbeck *IDG Germany*
Bernhard Haluschak *IDG Germany*
Doug Dineley *InfoWorld*
Jan Zhang *IDG China*

9

Ricardo Villate *IDC*
Michael Mullaney *IDG Global Solutions*
Reuben Tan *IDC Singapore*
Ryuichi Yokoyama *IDC Japan*
Tanja Braun *IDG Germany*
Riem Sarsam *IDG Germany*
Yoriko Yamaguchi *IDG Japan*
Naomi Otsuki *IDG Japan*

8

Noriko Moritomo *IDC Japan*
Nicole Bergmair *IDG Germany*
Alfred Baeder *IDG Germany*

7

Yasusuke Suzuki *IDC Japan*

6

Jubert Alberto *IDC Philippines*
Karen Rondon *IDC Philippines*
Thomas Stroehlein *IDG Germany*
Bernd Fischer *IDG Germany*
Christian Schmidt *IDG Germany*
Cathy Cheng *IDG China*

5

John Flint Pulskamp *IDC*
Selina Wang *IDC China*
Claus Mortensen *IDC Hong Kong*
Mun-Heng Gee *IDC Singapore*
Sylwia Skrobisz-Stefanska *IDG Poland*
Gerwin van Engelenburg *IDG Netherlands*
Jens Nielsen *IDG Denmark*
Christina Carstensen *IDG Global Solutions EMEA*
Michael Beilfuss *IDG Germany*
Volker Tiemann *IDG Germany*
Stefanie Bahr *IDG Germany*
Marcus Egger *IDG Germany*
Atsushi Watanabe *IDG Japan*
Yukiko Ishikawa *IDG Japan*

4

Patrick Chan *IDC Singapore*
Elaine Chia *IDC Singapore*
Shennifer Kho *IDC Singapore*
Abhishek Kumar *IDC Singapore*
Adrian Lloyd *PC Advisor*
Eszter Morvay *IDC U.K.*
Kevin Tse *IDG Australia*
Junichi Matsuno *IDG Japan*
Shintaro Tsuboi *IDG Japan*

3

Kimberly Knickle-Tierney *IDC*
Emily Bian *IDC China*
Amanda Sun *IDC China*
Michael Yang *IDC China*
Hye-Rim Kim *IDC Korea*
Shalini Verma *IDC Singapore*
Kallayanee Puengtham *IDC Thailand*
Murillo Martino *Now!Digital Business*
Miho Nogami *IDC Japan*
Jonathan Share *IDC U.K.*
Alys Woodward *IDC U.K.*
Jörgen Lindqvist *IDG Sweden*
Linus Larsson *IDG Sweden*
Hampus Lindberg *IDG Sweden*
Matthias Weber *IDG Germany*
Petra Seeser *IDG Germany*
Ulrich von Kapff *IDG Germany*
Agnes Froeschi *IDG Germany*
Yuki Ishii *IDG Japan*

2

Suzanne Hopkins *IDC*
Dave Marks *IDC Hong Kong*
Rosalie Nelson *IDC New Zealand*
Fiona Kanagasingam *IDC Singapore*
Patrick Lee *IDC Singapore*
Jerald Lee *IDC Singapore*
Shawn Yip *IDC Singapore*
Mel Yeh *IDC Taiwan*
Joey Yen *IDC Taiwan*
Anna Jurek *IDG Poland*
Søren Jensby *IDG Denmark*
Dorte Pedersen *IDG Denmark*
Jonas Nykvist *IDG Sweden*
Eva Ekedahl *IDG Sweden*
Britta Svensson *IDG Sweden*
Bertrand Gros *IT News Info*
Eric Herrero *IT News Info*
Marc Lavigne Delville *IT News Info*
Angela Domes *IDG Germany*
Katharina Lebold *IDG Germany*

1

Ivy Tan *IDC Singapore*
Fabiana Monte *Now!Digital Business*
Reginaldo Pereira *Now!Digital Business*
Piotr Waszczuk *IDG Poland*
Monique Jansen *IDG Netherlands*
Elly Delemere *IDG Netherlands*
Marieke van Ommen *IDG Netherlands*
Bouke Dambrink *IDG Netherlands*
Nicolette van der Veldt *IDG Netherlands*
Chantal Hoogzaad-Albers *IDG Netherlands*
Gábor Balicza *IDC Hungary*
Claudia Oggenfuss *IDG Switzerland*
Alexander Kuch *IDG Germany*
Thomas Weber *IDG Germany*
Uyen Phan *InfoWorld*
Christine Wang *IDG China*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

profile

unsung hero

Name
Albie Minkovitz

Home
Framingham, Mass.

Tenure
Joined in May 1996

Current title
Database Administrator for IDG Research Services

Primary job responsibilities

I manage a host of databases and resources that help to track IDG's market position. To help monitor IDG's share of market for print we have an internally developed database through which we track print advertising activity for IDG and our key competitors. This database includes information we enter by counting ads in our own publications as well as advertising data we purchase from a third-party source. To assess IDG's share of market for online advertising we rely on data from Nielsen's AdRelevance product, which allows us to benchmark IDG's online advertising impression levels against our key competitors. This dual approach provides IDG's business unit leaders with information about how advertising dollars are being spent by key advertisers and allows us to monitor IDG's share of advertising activity compared to key competitors in both print and online.

I also compile information from numerous sources (IDG's server logs, comScore, Nielsen, Quantcast) to monitor IDG's online market position relative to key competitors, tracking metrics like unique visitors and page views for IDG in total and by individual IDG sites. Each month I produce summary reports for IDG's Management Team and business unit leaders that compile key statistics from these various sources for IDG and our key competitors.

Three things I do in a day's work

I monitor IDG's key share of market statistics from various sources (our internal print database, AdRelevance, comScore, Quantcast); I handle print and online requests from the IDG business units. I also read many daily newsletters from different sources and visit various Web sites to keep up with the latest news.

What I love most about my job

Each day is different. The team at IDG Research is great — especially my manager, Janet King, who values and cares for all her employees giving us the tools and support to help us all do our jobs to the best of our abilities.

Latest accomplishment

My latest accomplishment has been the creation of the monthly Online Analytic Report tracking key metrics like unique visitors, page views, etc. from different internal and syndicated analytic services.

CINDY HART

IDG Research Services Database Administrator ***Albie Minkovitz*** *keeps close tabs on IDG's market position.*

Biggest challenge

Balancing the management and production of the monthly summary reports with the individual requests from IDG's business units.

What I'm doing to be a better employee

I try to read various online newsletters and scan key Web sites to keep current with the changing online landscape and developments in audience measurement.

What others can't tell just by looking at me

I am a professional figure skating coach. I started ice skating at the age of 10 when a friend asked me to go to a skating party. I was hooked! I skated at a few of the local clubs and spent four summers in upstate New York at a figure skating camp where I passed my gold medal figure and free skate tests as well as the silver ice dancing test. I graduated high school and started teaching skating, which enabled me to pay for my college education. Now 40 years later I am still teaching. It is a nice balance between the analytical side of work and the creativity of skating. I have had students and synchronized skating teams medal in local and national U.S. competitions as well as local and World ISI competitions. The last four summers, I have been a guest coach at the Aspen Recreation Center Adult Skating Camp in Aspen, Colorado.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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Stephan Scherzer *PCW/MW*
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International Data Group is the world's leading technology media, events, and research company. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers. Media brands are in more than 90 countries and include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. The company's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, OpenSource World, E3 Expo, DEMO, Storage Networking World, and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. Additional information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

IDG Photo Calendar voting concludes Oct. 9

Which photos will appear in the 2010 IDG Photo Calendar? Your vote could be the deciding factor. Log on to IDG Central and select your 12 favorites from the 40 finalists submitted by employees worldwide.

Voting runs through Oct. 9. If you need a login for IDG Central, visit www.idgcentral.com and follow the prompts. Everyone who votes will be entered into a random drawing for one of three $50 AmEx gift cheques.

Calendars will be distributed to employees in late December.

Inside this issue

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IDG Sweden targets public sector purchasing market page 5

New cartoon caption contest page 8

Win a one-year family pass to the New England Aquarium page 8

Participating CIOs give IGS virtual round table high marks

Successful pilot lays groundwork for future sponsored events

Last month nine CIOs and an IDC analyst gathered to discuss recession-coping strategies in a round table discussion facilitated by CIO U.K. Editor-in-chief **Martin Veitch**. What made their discussion unique is the fact that the 11 participants were sitting in front of huge monitors in six different cities in Europe and the U.S.

*CIO U.K. Editor-in-chief **Martin Veitch** (left) chats with Standard & Poors' VP Jora Gill, a participant, and IGS Director, Client Services **Lisa Glover** prior to the start of the CIO round table discussion.*

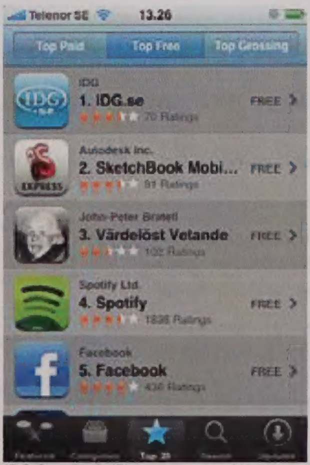
The idea for IDG's first virtual international round table took root at last October's Global Product Support Center meeting in a breakout session devoted to the future of events, chaired by IDG U.K. Publisher **Marcus Wilkinson** and IDG Global Solutions Director, Client Services **Lisa Glover**. Glover, who had a standing offer to use Cisco's TelePresence video conferencing equipment, broached the idea of doing some sort of virtual conference. Wilkinson strongly supported the idea and agreed to let Veitch host the first discussion. Session participants immediately began to flesh out the plan, determining that a C-level discussion on a topic of critical importance had the best chance of attracting participants.

continued on page 4

Free app from IDG Sweden offers iPhone-friendly access to site

With iPhone users accounting for more than 50% of the traffic on IDG Sweden's mobile sites, the Stockholm-based business unit earlier this month gave those users their own free iPhone app — IDG.se — on Apple's Swedish iTunes store. Nearly 17,000 users have since downloaded the app.

According to **Pontus Jeppsson**, IDG Sweden head of mobile services, the app gives users a more iPhone-friendly interface to IDG Sweden's content at http://www.idg.se. "It displays all of our news, feature articles and product reviews in a way that iPhone-owners find more easy and fun to use," he said. "Users can choose to read the hottest news of the moment, see all the articles chronologically or navigate through different topics, such as security, storage, open source or cloud computing."



IDG Sweden's iPhone app was No. 1 on Apple's Swedish iTunes store two days after its launch.

Jeppsson said that with so much iPhone traffic "it was clear that this app was important if we wanted to drive traffic to our mobile services. There is so much buzz around the iPhone and App Store right now that we feel it's good for our brand to be visible there. By creating a native app rather than improving the existing sites, we can create a far better user experience, thus generating more traffic and ad displays."

According to Jeppsson, designing a native app rather than improving the mobile sites has three distinct advantages. "The first is the user interface," he said. "We use exactly the same layout and design elements as some of the iPhone's core features, so the user will immediately recognize how to use and navigate through the app."

The second advantage, he said, is speed. "On a mobile site you have to download all the code to the phone

continued on page 6

Computerworld begins twice-monthly print schedule

A Computerworld focus group, conducted in January by a third-party research service, gave the staff a strong reason to believe that the general readership would accept the reduced frequency,

In a move that marks an extension of changes begun in 2007 as a result of changing news consumption habits and reader preferences, Computerworld (U.S.) will change from a weekly to a twice-monthly print schedule beginning today.

Editor-in-chief **Scot Finnie**, Publisher **John Amato** and other members of the Computerworld management team have been exploring potential frequency changes for about 18 months. "From a purely editorial perspective, a twice-monthly publishing cycle has been preferable for quite some time," Finnie said. "The precipitous rise of online as a news content medium during this decade has profoundly changed news cycles and the way news is consumed by our readers. Before online, news made sense on a weekly schedule. But IT news is produced and consumed in real time now, hour by hour, online. So the weekly frequency no longer makes much sense."

Members of the Computerworld management team have been exploring potential frequency changes for about 18 months.

Finnie pointed out changes that began in 2007 with the redesign to a magazine format that reflected the reader migration away from print news in favor of online news. The news section became shorter; feature stories, rather than news, appeared on the cover, and news analysis became the focus.

Readers responded favorably to those changes then and in the last subscriber study in July 2008, he said, and the staff will add a few tweaks to that formula beginning in October. One is a "Heads Up" section offering intriguing news tidbits and research-based facts and statistics, which will replace the former News Digest section. The other is an increase in the number of technology-specific articles.

A Computerworld focus group, conducted in January by a third-party research service, gave the staff a strong reason to believe that the general readership would accept the reduced frequency, Finnie said. "Senior IT leaders in the focus group said they'd prefer a twice-monthly frequency rather than letting magazines pile up. They said they like to sit back with Computerworld — at the airport, on the train or between meetings — and dig into it."

CW sales representatives met with select advertisers over the past few months and report clients have accepted the proposed move. Computerworld initiated the frequency change in July and August, publishing two issues each month. Finnie said they received little response from readers, though he expects more reaction when the new publishing pattern sets in during the coming months.

Computerworld currently has a controlled circulation of 165,050 and 2,928 paid subscriptions. This past June, Computerworld launched a digital edition that contains all the editorial content of the print version, and the digital edition will also adopt the new publishing schedule. Currently 16,000 qualified subscribers have requested the digital edition and receive it at no cost.

Write to sfinnie@computerworld.com. WU

Search engine optimization webinar, online SEO resources posted to IDG Central

A variety of new resources about search engine optimization (SEO) are now available on IDG Central.

Effective SEO practices are essential for improving sites' page rankings, which then paves the way for acquiring names for lead generation programs, for building databases and growing revenue. These resources include:

- An on-demand webinar featuring **Sean Nakamura**, director, Audience Development, at IDG Enterprise, who presented the first virtual talk hosted by the IDG Worldwide Technology Council on Sept. 17.

Nakamura

He explored the online process of engaging customers to interact with media brands, outlined SEO trends and experiences for IDG U.S. enterprise brands and fielded questions from the more than two dozen employees who called in via Live Meeting.

- A three-step plan to teaching yourself about SEO.
- Links to a collection of tools from Google, including Google's Webmaster Tools, the SEO starter guide and the keyword tool to get new keyword ideas.

These resources can be found via the link on the home page of IDG Central (www.idgcentral.com) and in the SEO Knowledge Center on IDG Central (go to the Knowledge Exchange tab on the home page, select Knowledge Centers and click on SEO.

There are 30 Knowledge Centers on IDG Central that cover topics such as mobile, video, social media, newsletters and customer service. The content is sourced from IDG World Update articles and other resources on IDG Central.

one on one the interview

Jyoti Lalchandani
IDC VP and regional managing director of IDC Middle East, Turkey and Africa is this week's columnist. Reach him at jlalchandani@idc.com.

IDC Middle East, Turkey and Africa at-a-glance

Headquarters Dubai, United Arab Emirates

Office locations
- Istanbul, Turkey
- Johannesburg, South Africa (serving Sub-Saharan Africa)
- Lagos, Nigeria (serving West Africa)
- Nairobi, Kenya (serving East Africa)
- Casablanca, Morocco (serving North Africa)

Planned for FY10: IDC offices in Cairo, Egypt, and Riyadh, Saudi Arabia

Number of employees Approximately 85 across the region

Web site www.idc-cema.com

Latest accomplishment
IDC has secured relatively large advisory contracts (in FY09) with governments in Egypt, Saudi Arabia and Qatar. These engagements include ICT market studies, go-to-market strategy to promote local industry, and State of IT reports.

Q What three research topics generate the most business in the Middle East and Africa?

A In terms of research, we have seen considerable interest in themes around Virtualization and Managed Services. IDC has provided its regional clients with syndicated and customized research in these areas. Furthermore, given this tough economic environment, our clients have been particularly interested in gauging the priorities and challenges of CIO's in key targeted sectors, notably government, utilities, banking/financial services, telco and oil and gas. IDC has undertaken several projects for clients to fulfill this demand, which have included face-to-face interviews with C-level executives, detailed analysis, workshops, white papers and a customized event.

Q What elements of your conference business have been particularly successful?

A IDC is undoubtedly the leading conferences/events provider in the ICT sector in the MEA region. Thanks mainly to our hardworking and committed conference team of around 18 staff across the region, IDC hosts over 50 events each year — almost one event a week! Despite having an onsite presence in just one office in the Middle East, IDC executes events in eight countries in the region: Qatar, Bahrain, Kuwait, Oman, Saudi Arabia, United Arab Emirates, Jordan and Egypt.

While our syndicated events (theme-based roadshows) have continued to see notable interest, IDC has enjoyed particularly strong growth in custom events and CIO Summits. Bookings (YTD) from custom events have seen a six-fold increase in FY09, and our pipeline suggests that this trend is expected to continue. IDC hosted two CIO Summits in 2009, one focused on the Middle East in Dubai, and the second dedicated to the African continent in Johannesburg. These exclusive invitation-only events, which bring together more than 120 CIOs in each location, are the most sought-after events for ICT organizations in the MEA region. IDC plans to expand the Summit series to include a specific event in Turkey in FY2010.

Q How has the global economic crisis affected the IT market throughout the region, particularly in Dubai? Do you see signs of improvement?

A Although initial forecasts indicated that developing economies may be insulated somewhat from the economic crisis, the MEA region showed signs of contraction in the fourth calendar quarter of 2008. Estimates on GDP contraction for the region in 2009 range between –2% and –4%. The UAE, particularly Dubai, has been the most affected, especially the real estate, construction, tourism, wholesale/distribution and retail sectors. Given that most of IDC's traditional clients oversee the MEA region from Dubai, we did experience slower business in the first half of CY2009, given the freeze in spending on market intelligence, advisory services and events. Notable slowdown was also documented in Turkey and South Africa. Since 2009, governments in several MEA countries have introduced stimulus packages to spur economic growth. IDC has already seen signs of a modest recovery this quarter that will hopefully result in increased economic growth (and spending on market intelligence engagements) in the years ahead.

Q Who are IDC's main competitors in the region, and what is IDC's status in the MEA?

A Strangely enough, IDC competes with pure-play strategy firms — McKinsey, Booz & Co, Bain, and AT Kearney — in many consulting bids, especially within the government sector. We are particularly proud of winning every major tender in the ICT space against those firms, particularly over the past two years. Our extensive presence in the region, coupled with long-standing relationships with key stakeholders (ICT community, governments) has enabled IDC to gain a strong foothold in the region. Finally, while we do come across relatively small boutique research firms, especially in Africa, and telco-specific advisory competitors, IDC has little to worry about.

Q You've worked for IDC for more than 10 years. How have customer needs changed over that time, and how is IDC better positioned to meet those needs now?

A Customer requirements from market intelligence providers such as IDC have changed dramatically over the past few years. Our clients, especially in the MEA region, are no longer content with just market research studies or participation in syndicated events but view IDC as a strategic advisor/partner that can help them generate new business opportunities, either directly or indirectly. This has resulted in IDC providing end-to-end solutions to our customers, incorporating Go-To-Market (GTM) services such as white papers and customized event solutions, undertaking channel audit and selection engagements, ROI studies and so on. IDC's solution offering, especially GTM services, has enabled us to win several projects for traditional (ICT vendors and channels) and non-traditional clients (banking/financial services and government institutions) in the region.

Suggestions for columnists for this feature may be sent to world_update @idg.com.

CIO virtual round table

continued from page 1

> *"Events like these play to IDG's strengths, as no other publisher has the global reach to recruit CIOs in five nations in the U.S. and Europe and get them to meet up for such an online conference."*
> *— Tom Sanders, IDG Netherlands*

With the help of CIO publications in the U.S., U.K. the Netherlands, Sweden and Italy, coordinated by Glover and **Adele Carter**, IGS program delivery executive, nine CIOs were recruited to participate. On Sept. 22 at 3:00 p.m. U.K. time, each of the CIOs reported to a Cisco facility in either New York, London, Amsterdam, Milan or Stockholm where they were shown to a conference room equipped with TelePresence technology. Veitch and **Chris Lewis**, IDC group VP, International Telecoms & Networking, who had worked together on shaping the questions Veitch would put to the group, joined a CIO participating from Cisco's London office.

"The conversation was lively," Veitch said, "not at all stilted, which had been a concern I'd had going into this project. There was a full exchange of views and it was very interesting to have European and U.S. CIOs represented rather than focusing on just one geography."

*From left: IDC Group VP, International Telecoms & Networking **Chris Lewis**, CIO U.K. Editor-in-chief **Martin Veitch** and discussion participant Jora Gill of Standard & Poors in the London studio speak with CIOs in the U.S. (left); Sweden (middle) and the Netherlands (right).*

Added **Tom Sanders**, group editor-in-chief, Business to Business at IDG Netherlands, "The CIOs were very forthright about how the crisis was impacting the way they were spending their IT budgets. And what's quite important for IDG: firms haven't stopped investing and innovating, they are just doing it in a more prudent way and with vendors that have demonstrated that they listen to their customers' needs. That leaves a potential market for IDG products to bring across that message for vendors who seek an audience that they want to educate about how they are listening."

There was no commercial sponsor for this event, noted Glover, who also said that Cisco itself had no input into the event or access to the participants. "This was purely an IDG-led editorial initiative, designed as a pilot to work out any issues and ensure that we have a smooth running event template in place." Glover said IGS now plans to build a revenue model that will include continuing to use Cisco TelePresence free of charge. "Going forward, Cisco will have exposure to the CIOs we recruit, and there is good potential to sell event sponsorship to non-competing Cisco vendors for each CIO international virtual round table," she said.

Veitch said he found the event to be both time- and cost-effective. "Whatever the results, you haven't written off a day or longer in traveling time. I'd guess that to get all those CIOs in one spot would have cost tens of thousands of pounds in travel, hotels and lost productivity. This was a very cost-effective way to discuss ideas and I'm optimistic we'll do it again, as my opinion is that there's probably a future in this as a commercial model."

Glover said it was clear that the CIOs who participated found the experience worthwhile. "What came across was that they really valued meeting each other and hearing how the economy differed in each market, what the challenges were and how they are preparing for the future. I think some of them even came away with new ideas based on the success of certain strategies that had been adopted by other companies, even in different industry sectors."

"This was as good as it gets without meeting in person," noted one CIO who participated in the discussion. Added another, "I thought it was almost as good as I could have expected. There was no lag in the voices and the picture quality was great."

For CIOs in the Netherlands, noted Sanders, the round table provided a welcome means of connecting with colleagues around the world. "The Netherlands has a relatively small number of CIOs compared to, for example, the U.K. and U.S. Especially the CIOs with large firms crave ways to network with their peers outside of the existing networks. As one of the delegates put it: 'Sometimes it's just good to hear that I'm not going insane and that other people are facing the same challenges as I am.'"

Sanders said that he thought it was a great trial event. "We have learned important lessons that will allow us to further optimize these events in the future. Furthermore, events like these play to IDG's strengths, as no other publisher has the global reach to recruit CIOs in five nations in the U.S. and Europe and get them to meet up for such an online conference."

For more information, contact Lisa Glover at lisa_glover@idg.com.

IDG Sweden targets public sector purchasing market

Upphandling24 brand includes print, online and growing events portfolio

IDG Sweden has a long tradition of looking beyond its core IT audience to seek new revenue streams in other markets. Today, the business unit includes brands that focus on topics such as music, the environment and sustainable development, but its business with public sector purchasing has evolved into a particularly significant revenue-generating source.

FREDRIK ANGRÉN

*(L-R) Sales Representative **Isabelle Delorme**, Web and News Reporter **Nelly Visanji** and Editor-in-Chief **Bo Nordlin** work on the Upphandling24 brand, along with Business Manager **Åsa Johansson** and freelance writer Eva Wenström.*

The Swedish public sector signs contracts worth 500 billion SEK (US$71 billion) annually for all kinds of products and services — not just IT — making it an extremely important market for all kinds of suppliers. (About 20% of the Swedish IT market is public sector.) Back in 2001, IDG Sweden entered the public procurement market with a print publication, Ramavtal. In 2007, IDG Sweden joined forces with Opic, a firm that provides consulting and database services related to purchasing in the public sector, to create an equally co-owned company, Upphandling24 ("Purchasing24"), with a relaunched title and Web site (http://upphandling24.idg.se) with the same name.

Under the direction of Editor-in-Chief **Bo Nordlin**, along with Web and News Reporter **Nelly Visanji**, Business Manager **Åsa Johansson**, Sales Representative **Isabelle Delorme** and freelance writer Eva Wenström, the brand has become the main information provider for the public sector audience. The magazine appears eight times a year, with a circulation of 9,000, 1,000 of which is paid, and the team is looking to convert to all-paid subscriptions. The Web site pulls in 21,000 unique visitors and 110,000 page views per month. Online recruitment ads, supported by a weekly e-newsletter, are a popular offering and generate about 1.3 million SEK ($200,000) in annual revenue.

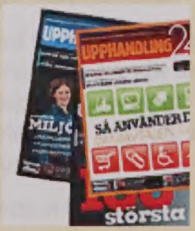
"We provide our distinct target audience with the information they need in their work in an easy-to-read and comprehensive way," Nordlin said. The two competitors are an old-school newspaper that offers high-quality content in a low-quality style (long articles, unedited copy from lawyers, few photos) and a low-quality contract publisher that lacks editorial focus. "We have such a narrow and well-defined audience, and that makes my job easy." In addition to the core of people in the public sector involved in purchasing, Upphandling24 targets people in the public sector who are dependent on the procurement process, such as public property managers in a city, and bid managers in private companies who want to sell to the public sector.

Events are a growing subset of Upphandling24, with 10 events slated for 2010, one more than this year. The most recent event, held Sept. 21, focused on environmental and social responsibility issues and how public sector employees need to follow through on the demands they set in the procurement process. Revenue from some 175 attendees (360,000 SEK; $55,000) and sponsors (235,000 SEK, $35,000) made for a profitable event. In FY09, Upphandling24 event revenue totaled 3.4 million SEK ($520,000).

Beginning in January, the team will offer a subscription-based newsletter for people selling to the public sector. The price is under discussion, possibly 2,000 to 3,000 SEK annually ($290 to $430). Though Nordlin would like to find a sponsor, he is not optimistic, as the number of recipients will be relatively low — the goal is 500 paid subscribers — and there isn't a lot of demand to reach bid managers in companies. The content will include, for example, analyses of court rulings with implications for companies selling to the private sector, market statistics and analysis, how-to articles on writing effective bids and news stories on large upcoming procurements.

Write to bo.nordlin@idg.se.

Pick up that phone



Upphandling24 Editor-in-Chief **Bo Nordlin**, who earlier in his IDG Sweden career served as editor-in-chief of PC World Sweden, said the best way journalists can prepare themselves to write about public sector purchasing topics is simply to "talk to the right people. I try to be on the phone with public procurement officers daily, asking them things like 'What's happening in your area right now? What's bothering you? What major buys have you made recently?' I also try to talk with sales reps at companies that sell to the public sector."

Public procurement is basically doing business while obeying some specific laws, he said. "At first glance, public procurement sounds boring as hell, but when you get to learn about it, it's really interesting."

noteworthy people

New employees

Levy

VP, Sales **Stacey Levy** comes to **PC World/Macworld** from her role at Future US, where she was VP, publishing director of the Technology and Living division, overseeing magazines such as Maximum PC, Mac|Life and Pregnancy. She holds a B.A. in communications from the University of California/San Diego and enjoys tennis, running and cooking. Publishing Executive earlier this year named her one of the top 50 women in magazine publishing. *stacey_levy@pcworld.com*

Norton

Computerworld has hired **Meredith Norton** as a sales account manager, Events. She previously worked for Forrester Research in event sponsorship sales for nine U.S.-based events. She holds a B.S. in recreation management and policy/therapeutic recreation from the University of New Hampshire and enjoys kayaking, wine and "chasing after my 15-month-old son." *meredith_norton@computerworld.com*

IDG WORLD UPDATE

Krause

Kassandra Krause is **Network World**'s new sales associate in San Francisco. She was previously merchandising team lead at Urban Outfitters' women's accessories department. She earned a B.A. in film and digital media from the University of California/Santa Cruz. In her free time she enjoys baking and going to the theater. *kkrause@nww.com*

William Petch joins **IT World Canada** as an audience development analyst, coming from Reynolds O'Brien LLP where he was a network administrator. He holds a B.S. in information systems from Loyalist College in Bellevue, Ontario. In his free time he enjoys the multiplayer game "The Lord of the Rings Online" and spending time with his two sons. *wjpetch@itworldcanada.com*

IDG WORLD UPDATE

Thorpe

PC World has hired **Meggen Thorp** as an account associate. She was previously an online sales assistant at PCMag.com. A graduate of the University of California/Berkeley with a B.A. in the history of art, she enjoys travel. *meggen_thorp@pcworld.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDG Sweden iPhone app

continued from page 1

every time you visit. Using the native app you already have all the code, icons, formatting, et cetera, stored locally on your phone, and the only thing you have to download is the current articles, stripped of all layout. This reduces the amount of data you have to download dramatically, making browsing much, much faster.

"The third thing is distribution," he concluded. "The App Store is a great marketplace to be in, and if you manage to get to the top 10 list it can drive a lot of traffic." (Jeppsson noted that while the IDG.se app is free to download, IDG Sweden had to pay Apple a one-time fee as an App Store publisher.)

Two days after its launch, IDG.se was the most downloaded app in Sweden's App Store, beating the apps for Facebook and Aftonbladet, Sweden's biggest newspaper. After 14 days, the app had been downloaded 16,995 times and launched 73,695 times, generating 424,942 page views with an average of 5.77 pages per session at an average 10.6 minutes per session. The app is currently scoring four out of five stars on App Store user ratings.

Jeppsson said IDG.se is a very strong brand name in Sweden, and "obviously iPhone users are a tech-savvy audience who are interested in our content. We got a lot of great feedback from users after the launch. Most of them we're just really happy that we'd made the app, but a lot of them requested additional features." Many users, for instance, wanted to be able to read people's comments to the articles, so Jeppsson and his team are currently working on that update. "The second most requested feature was being able to share articles on Facebook and Twitter, so that will probably go into a later update as well."

IDG Sweden hired a freelance technology student to develop the application under Jeppsson's management. "He put about 40 working hours into the project, and it's probably taken me as much time designing and testing the app," Jeppsson said.

> *"I would be happy to provide any other business unit with our source code that can rather easily be adapted with other XML-content and graphics. Just send me an e-mail, and we'll talk about it."*
>
> — Pontus Jeppsson

Jeppsson said the app could be adapted by other IDG businesses for their own use. "I would be happy to provide any other business unit with our source code that can rather easily be adapted with other XML-content and graphics. Just send me an e-mail, and we'll talk about it."

IDG Sweden has three other app projects in the pipeline. "The first is to duplicate the existing app, replace the content and graphics and launch it under other IDG Sweden brand names, such as MacWorld, M3, Techworld and IT24. The second is a premium version of IDG.se with more advanced features that will be our first pilot in the paid-app market. The third project will develop similar applications for the Android platform."

Contact Pontus Jeppsson at pontus@idg.se.

WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21

Frank Gens *IDC*

20

Marco Tennyson *Nuov@ Periodici Italia*

19

Wilson Wan *IDC China*

17

Martin Kybal *IDG Czech*
Vera Batorova *IDC Czech*

14

Beth Kamoroff *PC World*

13

Steven Phillips *IDC*
Jitka Vyhlidkova *IDG Czech*

12

Petr Mandik *IDG Czech*

11

Kevin Dunne *IDC*
Mark Anderson *IDG Communications*

10

Hanh Nghi *IDG Communications*
Alicia Langer *PC World*
Melissa Perenson *PC World*
Sabrina Teteau *IDC France*

9

Claudio Leonardi *Nuov@ Periodici Italia*
Mikael Lindkvist *IDG Sweden*
Andrzej Gontarz *IDG Poland*
Lawrence Surtees *IDC Canada*

8

Keith Gaffney *IDC U.K.*
Barbara Fassiadou *IDG Germany*

6

Pavel Louda *IDG Czech*
Akihiko Otsuka *IDG Japan*

5

Lukas Erben *IDG Czech*
Rowena Francisco *IDC Philippines*
Michael Bucken *Computerworld*
Robert Schultz *Macworld*

4

Neil Michael *IDG Global Solutions U.K.*
Eric Newmark *IDC*
Pam Washek *IDC*
Sharon Hsueh *IDC Taiwan*
Eric Lai *Computerworld*
Ellen Daly *CXO Media*
Christopher Fauble *IDG*
Aneta Wozniak *IDG Poland*
Hideo Wada *IDC Japan*
Nick Sundby *IDC U.K.*
Ricardo Gomes Faim *IDC Brazil*
Martim Juacida *IDC Brazil*

3

Ebenezer Obeng-Nyarkoh *IDC*
Jake Wang *IDC*
Sudheer Gundanna *IDC India*
Valerie Potter *Computerworld*
Amy Freeman *CXO Media*
Lorraine Minogue *IDG Communications*
Thomas Lupien *IDG Communications*
David Baron *IDG Communications*
James Barnett *IDG Communications*
Justine Wallace *Network World*
Christopher Manners *PC World*
Anna Müller *IDG Sweden*
Simon Larsson *IDG Sweden*
Chris Jager *IDG Australia*

2

Maria Bendikova *IDG Global Solutions U.K.*
Farrah Forbes *Computerworld*
Michael Herrera *CXO Media*
Andrea List *CXO Media*
Michael Kisseberth *PC World/Macworld*
Andreas Udo de Haes *IDG Netherlands*
Kaoru Fukuda *IDC Japan*
Saad Ghobrial *IT World Canada*
Maria Bendikova *IDG Global Solutions U.K.*

1

Ankur Tarnacha *IDC*
David Potterton *IDC*
Evelyn Gonzalez *IDC*
Jakub Svoboda *IDG Czech*
Xuan Luke Fang *IDC China*
Gowri Mohanadas *IDC Malaysia*
Mandy Chung *IDC Taiwan*
Amnuta Hungund *IDC CCR India*
Nivedita Das *IDC CCR India*
Kyra Bartiromo *Computerworld*
Brian Gleason *IDG Tech Network*
Robbert Brus *IDG Netherlands*
Ellen Rotstein *Now! Digital Business*
Nick Corrigan *IDC U.K.*
Carlos Barbosa Breda *IDC Brazil*
Felipe Rosa *IDC Brazil*
Aline Sousa *IDC Brazil*
Carina Hartl *IDG Germany*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

Two-day IDG Professional program cultivates leadership awareness

*The IDG Professional attendees included (front): IDG Strategic Marketing Services Account Coordinator **Eliza Chue**; IDG Enterprise Senior Sales Associate **Tina Marfori**; PC World/Macworld HR Representative **Ellen Cobb**; PC Welt, Macwelt and Channel Deputy of Advertising Management **Uta Kruse**. (Middle): PCW/MW Senior Applications Developer **Kieran Fitzpatrick**; IDG Germany Database Manager **Jonas Triebel**; IDG Enterprise Account Executive **Chris DaRosa**; GamePro Feature Editor **Patrick Shaw**; IDC Product Marketing Manager **Kathy Nagamine** and IDG Enterprise Sales Associate **Megan Shepp**. (Back): IDC Sales Director **Anne Stevenson**; IDC Research Director **Shane Rau**; IDC Consulting Director **Jerry Weltsch**; IDC Research Manager **Richard Shim**; GamePro Sales Director **Nick Geist**; PC Welt, Macwelt and Channel Senior Key Account Manager **Ulrich von Kapff**; PCW/MW Senior Editor **Roman Loyola**; IDG Enterprise Assistant Online Editor **Pete Babb** and IDC Research Manager **Albert Pang**. Not pictured: IDC VP/Research **Scott Ellison**, PCW/MW Sr. Associate Editor **Mark Sullivan**.*

Almost two dozen employees froma variety of IDG media and research business units participated in the IDG Professional workshop last month in San Francisco.

The two-day leadership immersion program aims to cultivate leadership awareness throughout the organization. Participants, who are nominated by their managers, explore different characteristics of leadership, assess their leadership strengths and development areas, and learn from managers and leaders across IDG.

Director of IDG Training & Development **Laurie Butson** and PC World/Macworld VP Human Resources **Kate Coldwell** hosted the program, which was structured around 10 core leadership characteristics such as learn continually, champion change, build relationships and communicate powerfully.

For details write to laurie_butson@idg.com.

off line for fun

It's that time again! Create a brief caption for the cartoon at right and send it to *IDG World Update* by Oct. 15.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *Downloaded*. The honorable mention winners will also receive prizes.

Send your creations to world_update@idg.com or fax them to 617-423-0712.

Take a chance to win a one-year family membership to the New England Aquarium

Boston/Framingham-area employees: would you like to win a one-year family membership to one of Boston's best attractiions? IDG is a corporate sponsor of the New England Aquarium and is giving away a special one-year family membership.

Answer the question below correctly (answer found somewhere in this issue) and e-mail the answer to world_update@idg.com. All correct answers received by noon on Oct. 8 will be entered into a random drawing for the prize.

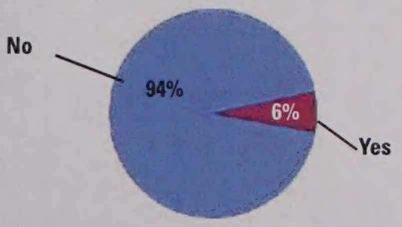
The question: CIOs from which five countries participated in IDG Global Solutions' recent CIO virtual round table event?

Boston Children's Museum passes are in

IDG has renewed its corporate membership to the Boston Children's Museum. Employees may request a maximum of four passes. Write to world_update@idg.com.

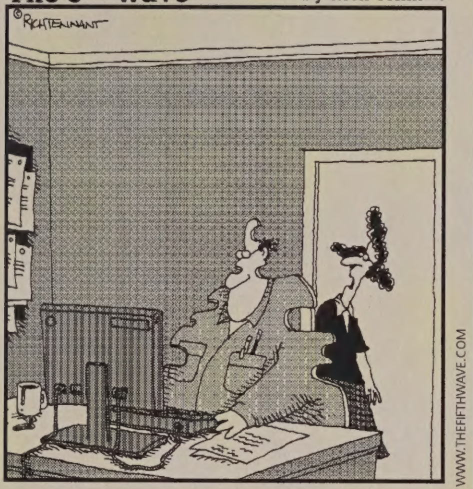
Question of the Week results for Sept. 28

Should AT&T have the exclusive U.S. rights to sell Apple's iPhone?



Log on to www.idgcentral.com to vote on this week's question:
Should texting while driving be illegal?

The 5th Wave By Rich Tennant



Don't miss your chance to vote!

Below is just a sampling of the 40 photos taken by IDG colleagues around the world. You have until Oct. 9 to visit IDG Central and vote for the 12 photos you would like to see in next year's employee photo calendar. Everyone who votes will be automatically entered into a random drawing for one of three AmEx gift cheques. If you need a password, go to www.idgcentral and use the link you will find to request one today.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Laurie Butson *IDG*
Martin Fältström *IDG Sweden*
Scot Finnie *Computerworld*
Lisa Glover *IDG Global Solutions*
Jyoti Lalchandani *IDC*
Bo Nordlin *IDG Sweden*
Pontus Jeppson *IDG Sweden*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, E for All, Storage Networking World and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. More details at http://

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Network World's DEMOfall 09 ushers in 70 new tech products

Longtime producer Chris Shipley says goodbye, Matt Marshall takes over

*VentureBeat.com founder and CEO Matt Marshall (left) will assume the role of DEMO producer, succeeding Executive Producer Chris Shipley, who is saying good-bye after 13 years. Joining them on the stage is IDG Chairman **Pat McGovern**.*

Network World's DEMOfall 09 featured three days of hellos and one goodbye. Seventy tech products made their debut in front of the influential DEMO audience at the bi-annual show in San Diego Sept. 21-23. It was also the swan song of Executive Producer Chris Shipley who has produced 24 DEMOs in 13 years, sifting through more than 20,000 new products to select those showcased at DEMO each year. Co-Executive Producer Matt Marshall, founder and CEO of VentureBeat.com, a news site for venture capitalists and entrepreneurs, became DEMO co-producer and co-host at this year's spring event and will fully take the DEMO reins in 2010.

"I am both encouraged and inspired by the dynamic, exceptional group of companies debuting here, despite the range of economic challenges we are facing on a global scale," Marshall said. "I see endless possibilities for the array of innovation coming out of DEMO."

Fifty-six new products, chosen by Marshall and Shipley from a pool of nearly 500, covered a broad range of emerging applications including new communication and scheduling tools, programs that connect people virtually and innovative mobile applications.

continued on page 4

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IDG World Expo wins four awards from event association *page 2*

Computerworld Czech creates virtual fair in print *page 2*

One on one: PC World/Mac Publishing EVP/General Manager Stephan Scherzer *page 3*

12 winners selected in 2010 IDG Photo Calendar Contest *page 5*

Roberto Masiero retires from IDC; Philippe de Marcillac takes on expanded role *page 6*

Contest: Win a one-year pass to the New England Aquarium *page 6*

Celebrating 10! IDC Asia/Pacific's Maggie Tan *page 8*

Stars align for InfoWorld Netherlands' cloud conference

IDG Netherlands capitalized on a hot topic at the right time and, given the quality of its databases and its stellar reputation, hosted a conference on cloud computing that yielded a profit margin of 65%.

The more than 250 IT decision makers in attendance at the InfoWorld-branded event constituted the largest B2B event in the company's history. The staff expected about 150 advance registrations but they ended up with 400, subsequently keeping the delegate profile high-level by excluding most marketing and sales staff from nonsponsoring IT vendors. Eight sponsors signed on; four of which exhibited. Google and Terremark were the gold sponsors.

"Large IT trends that haven't yet been clearly defined lend themselves well for a day-long seminar," said **Tom Sanders**, group editor-in-chief, Business to Business, who served as the host and moderator. "There is much confusion in the market about what cloud computing really is [beyond the general concept of delivering hosted services over the Internet]. Del-

*Group Editor-in-chief **Tom Sanders** presents an overview of IDG Netherlands' BtoB brands.*

continued on page 2

in brief

IDG World Expo receives four awards from events association

For the second consecutive year, IDG World Expo has been among the winners of the "Art of the Show" awards from the International Association of Exhibitions and Events (IAEE). The competition recognizes excellence in promotional materials for the exhibitions and events industry.

"These awards spotlight organizations that innovate in their use of marketing materials and technology, and we are proud to be among those recognized for cutting-edge work in these areas," said IDG World Expo CEO **Mary Dolaher**. The awards and the descriptions the team submitted are:

First Place for Print Advertising (single piece) in the 50,000-150,000 square feet of exhibit space division, Macworld Conference & Expo
- The goal of the Macworld print advertising campaign was to create broad awareness within the Mac industry and local consumer audiences and ultimately drive registration for the event. This campaign focused on a photograph of the Macworld event badge with a tagline "Even the Small Talk Will Be Big"— a reference to the significant amount of networking, business transactions and news generated at the event.

ASA MATHAT

The spirit of Macworld Expo's audience shines through.

First Place for Show Photography (single piece) in the 50,000-150,000 square feet of exhibit space division, Macworld Conference & Expo. Photographer: Asa Mathat.
- Event photographs play an integral part in the promotion of both current and upcoming Macworlds, making it critical that all show photography conveys the unique spirit of the show's audience and event.

First Place for the Sponsorship Development Program in the over 150,000 square feet of exhibit space division for E3 Expo
- The E3 Expo 2009 Event Marketing Web site promoted, in detail, the wide variety of pre-show and on-site promotional opportunities available to exhibitors.

Honorable Mention for Innovative Use of Technology
- The goal of iMacworld, an iPhone application built specifically for Macworld, was to provide an efficient and easy way for attendees to navigate Macworld Conference & Expo via their mobile devices. iMacworld allowed attendees to search exhibitors, products and conference sessions directly from their iPhones and also provided access to event updates and special offers.

The IAEE's Art of the Show Competition includes 13 different categories of competition, spanning three show sizes. This year, 166 submissions were received; 32 were selected as first-place winners and 30 were awarded honorable mention recognition for their combination of several essential marketing elements needed to promote an exhibition.

Contact IDG World Expo VP/Marketing ***Melissa Messier*** *at mmessier@idgworldexpo.com. View the full list at http://tinyurl.com/ye9ahyc.*

IDG Czech turns cancelled industry event into print opportunity

Computerworld Czech used to publish a special supplement in conjunction with the annual Invex trade show for the country's IT professionals, but since the show was not held this year, the staff decided to offer clients another way to reach their audience: a virtual fair, in print.

Citrix was among the companies that participated in Computerworld Czech's virtual fair.

"We pitched it as a place where companies could talk about their new products, services, clients, positioning in the IT market and other activities, so our readers could see, all in one place, the important changes the companies have experienced in the last 12 months," said IDG Czech Managing Director **Jana Pelikanova**.

CW Czech offered clients full-page, half-page and one-third page spaces. Ten clients got involved in discussions and ultimately five signed on for the special section in the Oct. 9 issue, bringing in some US$6,000 in revenue. The staff sent participating clients a questionnaire to collect the content and copyedited the responses for the ads.

The team may offer an online or online-plus-print version of the virtual fair next year.

Write to jana_pelikanova@idg.cz.

Cloud computing

continued from page 1

egates told us they really appreciated the breadth of the program." All the speakers were outside experts selected by the IDG Netherlands editorial team and sponsors.

Meijnckens

Sanders spoke to a number of attendees who had gone to a competitors' conference earlier in the week who told him that they much preferred the content of IDG's event. "We also had a much higher turnout and many more sponsors," Sanders noted. "For me this demonstrates the benefits of IDG Netherlands' large reach within the local IT industry. For recruiting delegates we relied entirely on our internal user database and the reach of our B2B Web sites, including Webwereld and InfoWorld."

According to Sanders, Event Manager **Gabriella Meijnckens** "played an essential role in this event's success," handling the project management, location arrangements and speakers and sponsor liaisons.

Write to tsanders@idg.nl.

the interview

one on one

Stephan Scherzer

The EVP/general manager, PCW/MW is this week's columnist. Reach him at stephan_scherzer@pcworld.com.

"It would be great to sell more than 50,000 AppGems apps within this fiscal year. The beauty is, we now have a content anchor on our users' mobile devices, which is as close as you can get to your audience. Now we need to collect more data and information regarding their usage."

Q **Are IDG's U.S. BtoC books (PC World and Macworld) facing the same migration of marketing dollars from print toward the Web as are the enterprise publications?**

A Yes, we no doubt face the same challenges. Ad revenues are declining rapidly. So we manage print for profit, while still working hard to get our loyal readership — which is also willing to pay for print — a quality product. Next year our digital revenues will be around 50% of total, which is great and a strong signal of changing revenue streams and a different publishing philosophy. A publisher like Conde Nast, for example, is dealing with digital revenues below 5%, so they don't have the chance to compensate for what they lose in print. On the other hand, print is still 50% of our business and delivers a significant amount to the bottom line. So we need to manage all platforms very efficiently and deliver the best possible experience for our audience and the best possible performance for our clients.

Q **How has your publishing strategy changed?**

A A couple of weeks ago we had the IDG Professional training for upcoming leaders in San Francisco. I spoke with the participants about the corporate values **Pat McGovern** implemented when he founded the company. We are in business to deliver information about information technology — we care about reaching our audience in the best possible way, using the best channel to communicate with them, and, of course, a stable business model. We are not chained to print or any other platform. So today we are able to reach our audience via print, online, mobile, e-readers, webcasts and also real-world events. The content, user data and other information is data based, structured and organized so we can combine our editorial know-how and the power of our brands with smart usage of technology. The next step is to organize and structure our editorial content so that we can use it seamlessly on all platforms, from print to online to mobile, e-readers and social networks. Right now we spend too much time and energy modifying and changing our content for each medium. We've also worked hard to change the way we organize and manage projects. We moved to an agile development approach, using Scrum, to be able to tackle the challenges of web and mobile development more efficiently, to have better communication to all stake holders and transform the organization into a consistently innovating, cost efficient and faster moving media machine.

Q **PCW/MW recently launched AppGems and new mobile versions of their sites. What other initiatives are in the pipeline?**

A It never stops, right? AppGems, a great project across editorial, business development, audience development and ad operations has been available for a little over a month. We've just released the first update 1.1, which has helped to boost sales even more. From Oct. 5-7, we generated over 4,000 app sales. As of the end of last week, we have sold about 12,500 apps in total, approaching our internal goal of 20,000 for the first version. We already have version 2.0 in the pipeline. It would be great to sell more than 50,000 AppGems apps within this fiscal year. The beauty is, we now have a content anchor on our users' mobile devices, which is as close as you can get to your audience. Now we need to collect more data and information regarding their usage. We work with companies like Fleury, Pinch and Medialets to get deeper analytics and learn fast about the space. We will also launch a couple of book apps based on our successful superguides, and we will work very closely with the U.S. enterprise group. They are developing a news app for the iPhone right now. We are also working with Macworld in Germany on a tip finder app idea.

We are working on a plan to launch app guides for the other relevant mobile platforms (Android, BlackBerry and maybe Palm), so we can build a mobile driven audience and grow the reach of our brands. Worldwide smartphone sales in 2011 will probably surpass PC sales. We need to be a part of the revolution. By the way, our WebKit-optimized mobile versions surpassed in the first month the 2 million pageviews mark; and we keep on growing fast.

We experiment with e-reader companies like Plastic Logic and are very excited about the next product from Apple. Maybe they will do the same for publishing as they have done with music. I would love to sell an article for 99 cents!

Q **How do PCW and MW compare in tough economic times to their nearest competitors?**

A In a tough economic situation strong, focused brands have a great opportunity to grow market share, outperform the competition and also get rid of competitors. We could grow reach and traffic (visits, uniques and pageviews) significantly this year (between 20% and 30%). We also keep a very strong focus on product-related information and buying advice, and we will move the database-driven product capsule approach to Macworld.com. We've outperformed sites like PCmag.com, Zdnet.com, Tomshardware.com, ArsTechnica.com and MacLife.com. We

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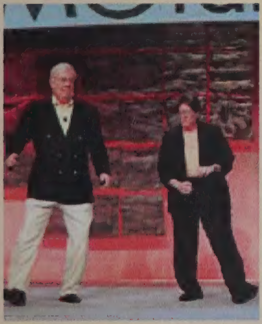
DEMO dancing



*Co-executive producer Chris Shipley offers IDG Chairman **Pat McGovern** some pointers on executing the DEMO Slide.*

After presenting the DEMO Lifetime Achievement Awards, Co-executive Producer Chris Shipley was given her own Lifetime Achievement Award by IDG Chairman **Pat McGovern**. In return, she taught him the DEMO Slide, a dance based on the Electric Slide she'd done on stage at the end of DEMO a few years ago and repeated by popular demand at each DEMO since. Because she was wholly handing DEMO off to Co-Executive Producer Matt Marshall, it became her running joke at last month's event. "Did you learn the dance yet?" she'd ask Marshall. "You can't get the keys to DEMO without knowing the dance." During his presentation to her, Shipley asked McGovern if he'd like to learn the dance. The results can be seen at Demo.com's video section under DEMOfall 09 Extras/DEMOfall 09 Awards at around minute 21:20.

Demonstrator list on demo.com

Now in its 19th year and produced by Network World's Events group, DEMO has seen the debuts of Sun Microsystems' Java 1.0, the Palm Pilot personal digital assistant, the TiVo digital television recorder and Salesforce.com.

For a complete list of demonstrators go to http://www.demo.com.

DEMO

continued from page 1

Presenters — who came from the U.S., Canada, Brazil, Israel and Malaysia among other countries — were given six minutes to demonstrate their products in front of an audience of investors, corporate buyers and media — with no PowerPoint presentations allowed. Fourteen early-stage or pre-launch companies were vetted and chosen to make finely tuned 90-second AlphaPitches of their prototypes, a program element new to this edition of DEMO. These companies paid $5,000 for the opportunity to participate, compared with $18,500 from each of the 56 companies in the longer DEMO presentations.

DEMO will continue to make changes under Marshall's leadership, said **Neal Silverman**, SVP and general manager, DEMO. "As editor-in-chief of VentureBeat, he has a very strong relationship with the venture capital community, so he'll be making changes to make DEMO even more appealing to the investment community. His idea for the AlphaPitches is a great example of DEMO listening to the venture community after we asked them what we could do to make DEMO even better."

DEMOfall 09 also introduced judging panels of well-known, venture capitalists and entrepreneurs who were invited on stage after each session of product demonstrations to provide feedback on the products they'd just seen. These judges also participated along with the 600 DEMO attendees to determine the People's Choice Awards at the end of the event.

The 70 companies showing products and prototypes at DEMOfall was more than double that at this year's DEMOspring, which had 34 demonstrators. "This is a reflection of the current marketplace," Silverman said. "In February we were in financial crisis, and people were leery of bringing their products to market. But innovation and the entrepreneurial spirit can never be killed. People remain cautious but still want to use DEMO to launch their products, which is a testament to the power of this brand and the service we provide."

DEMOfall's presentations, judging and panel discussions were streamed live through the DEMO Web site (www.demo.com) to viewers in 85 countries, widening the show's networking reach and giving the demonstrating companies a global audience. DEMOfall also drew 75 members of the U.S. and international press.

DEMO has a wide-ranging social media component. It partnered with EventVue to give attendees a social platform to connect with other conferencegoers (http://demofall09.eventvue.com). There is also a DEMO presence on Facebook, LinkedIn and Twitter, and Marshall's VentureBeat site, with 800,000 unique users each month has a DEMObeat channel dedicated exclusively to products launched at DEMO.

Matt Marshall, Neal Silverman and Chris Shipley toasting her Lifetime Achievement Award at end of DEMOfall 09.

The 30 DEMOfall sponsors included Platinum sponsors Microsoft BizSpark, Porter Novelli, Qualcomm and Sun Microsystems, Gold sponsors Comerica Bank, NEC and PricewaterhouseCoopers and Strategic sponsors IDG Ventures, VentureBeat, the Guidewire Group and the National Venture Capital Association.

Shipley's final act as co-executive producer was announcing the 16 DEMO alumni honored with Lifetime Achievement Awards for their contribution to the advancement of technology, chosen by herself, Marshall and Silverman. The full list of Lifetime Achievement Award honorees can be found at www.demo.com/event/demofall09/awards.html.

Other awards included the seven DEMOgod Awards for best presentations and, new this year, a special IDG Million Dollar Media Prize to the two demonstrator recipients of the People's Choice Award. Emo Labs, Inc. and Liaise, Inc. took home the consumer and enterprise awards, respectively. The two companies will each receive US$500,000 of remnant space across the most relevant IDG sites.

"It is a privilege to have played a part in the launch of 56 great products this week," Shipley said. "DEMO is a very special platform and community, and it's been my great pleasure and privilege to lead DEMO for the last 13 years. I look forward to watching Matt build on this platform and take it to new heights. Finally, I get to stand in front of this event, but there are dozens and dozens of people behind the scenes who do all the really hard work, while I stand up here and get all the credit. My thanks to them."

*DEMOspring 2010 will be held March 21-23 in Palm Desert, Calif. For more information, contact **Debra Becker** at dbecker@nww.com.*

Congratulations to the winners of the 2010 photo calendar contest

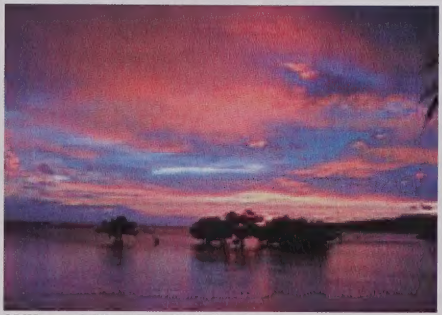
Oscar Garcia, IDG Spain

These 12 photographs received the most votes from the more than 400 employees who logged on to IDG Central to cast their ballots. Top vote getter **Oscar Garcia** will receive a $300 cash prize, second place winner **Thomas Hafen** will receive $200 and third place winner **Jason Gorud** wins $150. All 12 photos will appear in the 2010 Employee Photo Calendar, which will be distributed to all employees in mid-December.

Thomas Hafen, IDG Germany

Jason Gorud, IDC Asia Pacific

Heidi Spillum, Network World



Wijnand Plekker, IDG Netherland

Lucie Jichova, IDC U.K.

Davy Adams, IDG Australia

Darren Bibby, IDC

Amabel Palencia, IDC Philippines

Elias Plastiras, IDG Australia

Bill Laberis, IDG Enterprise

Fion Chua, IDC Asia Pacific

noteworthy people

New employees

Hilbrink

Finance Administrator **Vera Hilbrink** comes to **IDG Netherlands** from a similar role at StudentenWerk B.V., a recruitment and selection agency. She holds a degree in international hospitality management from Christelijke Hogeschool Noord-Nederland and an M.B.A. from Regio College Zaandam. In her free time she enjoys running, watching movies and snowboarding. *vhilbrink@idg.nl*

PETER SHORT

Jayasundara

Upul Jayasundara is **IDC Framingham**'s new help desk support specialist, a title he also held with his previous employer, the pharmaceutical company Sepracor. He holds a degree as a Microsoft Certified Systems Engineer and enjoys table tennis, golf, hiking and camping. *ujayasundara@idc.com*

John Davison is **GamePro Media**'s new executive VP, Content. He comes from the family games site What They Like, Inc., of which he was co-founder and president. "What They Play was honored by the Webbys two years running, and we won a Parents Choice Gold Award for 2009," he said. "During our time promoting What They Play I was on the Today Show live in the summer of 2008. We recently sold the company to Fox where it is now a part of IGN." Away from his desk he enjoys road and mountain biking. *john_davison@gamepro.com*

IDG WORLD UPDATE

Au

May Au is the new office co-ordinator at the **IDG Corporate Support Center** in Boston. A recent graduate of Boston's Simmons College with a B.A. in business management, she has been working as a temp at Biogen and Network Health. Outside of work, she enjoys travel, reading and "catching up on my sleep." *may_au@idg.com*

Returning employees

Leslie Rosenberg returns to **IDC** as research manager with the Network Lifecycle Services, a title she previously held with the Network Channels and Alliances group. Between the two jobs she opened a fitness studio in Boulder, Colo. She graduated from the University of Vermont and enjoys skiing, camping and playing with her daughters, ages 6 and 7. *lrosenberg@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Take a chance to win a one-year pass to the New England Aquarium

Boston/Framingham-area employees: would you like to win a one-year family membership to one of Boston's best attractions? IDG is a corporate sponsor of the New England Aquarium and is giving away the last of two special one-year family memberships.

Congratulations to IDG Senior Credit Analyst **Patty Gill** who was the winner of last week's random drawing.

Answer the question below correctly (answer found somewhere in this issue) and e-mail the answer to world_update@idg.com. All correct answers received by noon on Oct. 15 will be entered into a random drawing for the prize.

The question: How many companies were chosen to present AlphaPitches of their prototypes at DEMOfall?

Masiero retires from IDC; de Marcillac takes on expanded role

MASSIMO GIZZI

***Philippe de Marcillac** (left), took on the full management of IDC EMEA as of Oct. 1 upon the retirement of **Roberto Masiero** (right).*

Roberto Masiero, president, IDC International, retired from the company on Sept. 30 after a 23-year career. As of Oct. 1, **Philippe de Marcillac**, executive vice president, International Business Units, expanded his management responsibilities to include all of IDC EMEA's business activities in addition to continuing to manage IDC Asia/Pacific, IDC Japan, IDC Latin America and IDC Canada.

The staff of IDC Italy, which Masiero founded in 1986, along with members of IDC EMEA's management team and senior level clients, marked the transition with a retirement party for him in Milan.

Masiero plans to write a book about the contribution of ICT to human and economic development, establish a nonprofit foundation to promote the use of technology to foster innovation in emerging markets and spend more time with his family. He also intends to maintain close ties with IDC by working on special assignments, particularly in the areas of innovation, government and emerging markets.

After he was promoted to the new post of president, IDC EMEA in 1990, "Roberto was instrumental in building up IDC EMEA over the next 18 years into the industry's largest technology market intelligence business outside the United States," said IDC President & CEO **Kirk Campbell**. "He played a pioneering role in launching and building IDC's worldwide conference and events product line starting with the establishment of the European IT Forum in 1991 to the hundreds of technology-related events that IDC now offers in every region." Masiero became president of IDC International in 2008 and expanded the events, Go-To-Market services and Insights businesses with a special focus on deepening IDC's government relations and developing opportunities for IDC business units worldwide.

De Marcillac has been with IDC for 19 years serving in market research and executive management roles. "Philippe has successfully built up IDC's Asia/Pacific, Japan, Latin America and Canada business units into thriving market intelligence businesses that are unequaled in the technology industry," Campbell said. Beginning this month, de Marcillac's portfolio includes full management of IDC EMEA.

De Marcillac is based in Hong Kong but will continue to divide his time mainly between Europe and Asia with his expanded role. *pdemarcillac@idc.com*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Terri Schafer *IDC*

17
Joseph Loiselle *IDC*

15
William Manning *IDC*

14
Yasuhiro Waanabe *IDG Japan*
Gerda Tausch *IDG Germany*

13
Raymond Boggs *IDC*

12
Amy Lind *IDC*
Esther Ng *IDC Hong Kong*

11
Joyce Chutchian *Computerworld*
Lars Vestergaard *IDC U.K.*

10
Romolo Pusceddu *IDC Nordic/Benelux*
Nancy Dougherty Wyatt *IDC*

9
Darren Blatch *IDC U.K.*
Alexandra Heymowska *IDG Sweden*
Jenny Elmqvist *IDG Sweden*
Matika Angkatavanich *IDG Global Solutions U.S.*

8
Erik Klefbom *IDG Sweden*

7
Mirza Baig *IT World Canada*
Ilona Michalska *IDG Poland*
Steven Kempton *IDC*

6
Ernest Lefebvre *IDC*

5
Hideki Ito *IDG Japan*
Leigh Gagin *IDG Connect*
Jerome Weltsch *IDC*
Kevin Robock *IDC*
Robert Parker *IDC*

4
Ross Catanzariti *IDG Australia*
Andreaz Engström *IDG Sweden*
Monique Caron *Online Publishing Group*
Tracy Lv *IDC China*
Wendy Wang *IDC China*
Karen Zhang *IDC China*
Holly Fung *IDC Hong Kong*
Monali Guha Thakurta *IDC Center for Consultancy & Research/India*

3
Kazuyuki Katayama *IDC Japan*
Shunsuke Miyoshi *IDC Japan*
Andrew Siozon *IDG Sweden*
Bradley Deutsch *IDG U.K.*
Ralitza Stoeva *Online Publishing Group*
Michael Palma *IDC*
Handoko Andi *IDC Indonesia*
Ramanujam Vedala *IDC Center for Consultancy & Research/India*

2
Miriam Olsson *IDG Sweden*
Signe Lidén *IDG Sweden*
Michiel van Blommestein *IDG Netherlands*
Charlotte Stanton *IDG U.K.*
Joe Altria *IDG Global Solutions EMEA*
Elisabeth Banks *IDG Global Solutions EMEA*

1
Jeanette Fuentes *IDC Mexico*
Renata Guimarães *Now!Digital Business*
Renata Petrelli *Now!Digital Business*
Shane O'Neill *CXO Media*
Puey Heng Ang *IDC Malaysia*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

One on one

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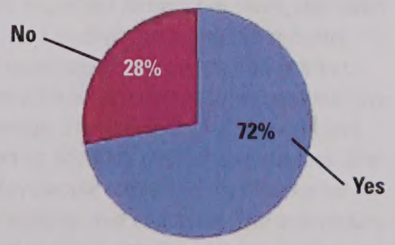
need to think outside the box when we define our competition and look for benchmarks. We have other competitors, especially sites with huge reach like CNET and Amazon, or aggregators like retrevo.com, wize.com or gdgt.com and we need to be able to compete with them when it comes to product coverage and also learn from them to use technology and content intelligently. This is challenging but also very interesting, because we now have our data back end in place, which gives us the opportunity to scale faster and in a more user friendly way. We also can work more efficiently with smart technology-driven companies like Digger.com, ChaiLabs or AlaTest. That´s fun and definitely part of our future as a publisher. It also ties in with our "let´s try it" philosophy.

Q Are you a Mac or a PC user and what is your favorite way to consume content?

A I am not only a media maniac but I also like technology — if it works and I don´t need to read a ton of handbook pages. I was the editor-in-chief of Macwelt in the early 1990s; I even owned the first Newton; I am very excited to see the new "tablet" from Apple. I love the Mac, but day-to-day stuff I can also do on a PC. So in the office I use a Windows laptop and have a BlackBerry (I still have a hard time writing long e-mails on an iPhone). At home I have a 24-inch iMac (love it), a time capsule, Apple TV, two iPod Touches and a netbook. In addition we have a web-radio, which is very cool. When it comes to media, I consume content all the time and I use all channels available. I just came back from Europe and on the plane ride I read a couple of newspapers, a short book, listened to a podcast on my iPod Touch and watched a movie on my netbook. It's very cool to have information at your fingertips. As a publisher we need to be much more creative, technology driven and aggressive to find the most efficient and profitable business model in the future. The days of the simple, straightforward print model are over. This is challenging and difficult but also a great opportunity to be part of this revolution in media.

Question of the Week results for Oct. 5

Should texting while driving be illegal?



Log on to www.idgcentral.com to vote on this week's question:
Has the recent $50 price cut on the Kindle made you more likely to buy one?

celebrating 10!

Name
Maggie Tan

Home
Kuala Lumpur, Malaysia

Joined IDC
November 1999, as a peripherals analyst

Career path
1999 – 2001: Analyst; 2002–2004: Senior Analyst; 2005–2006: Research Manager; 2007: Senior Research Manager; 2008–2009: Associate Research Director. I started as a Malaysia peripherals analyst and then covered several countries in the region during my first five years. While I tracked the peripherals market, I continued to explore new research areas such as software, services and telecommunication by participating in custom projects. From 2006 onward, I started to have a managerial role, whereby I have a team of people under me. In addition, I started to participate more in local consulting projects and then designing the new research methodologies for local consulting projects and explored new research areas. From 2006 onward, the local ASEAN team has also started to support AP regional trackers.

Current title
Associate Research Director. My job involves managing the ASEAN research for both IT and telecommunication. Part of my job also involves supporting AP regional trackers.

I joined IDC because
I always wanted to do research, and I was inspired by all the IDC reports in hard copy on the shelves in the conference room where I interviewed.

What's kept you at IDG for 10 years?
The company gave me a job when I needed a job 10 years ago. I quit my first job in Hong Leong Bank without another job. I was very determined to join a research company. I went for an interview with a local research company, and the owner told me that he didn't see me having a future in research.

Best way someone could compliment you on your work
Tell me that what I have just said is inspiring.

One thing you've learned during your tenure at IDC
Be patient

Interests outside the office
Quilt making. I love that you only need to focus on sewing a straight line using the machine.

What accomplishment at work are you most proud of?
Using a demand-side model (end-user survey) to come up with the market size and opportunities. The client knew that it wasn't IDC's strength as we use supply-side methodologies by talking to vendors/channels. We did that successfully for the Indonesian two-way radio market. When the demanding client wanted to repeat the study for India, she insisted that I must be on the team if she were to award this project to IDC.

IDC's ***Maggie Tan*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner celebrating her 10 years of service to the company.*

Fantasy job
Librarian. Collect and organize books in library where I can spend time reading as well.

Collection
Different types of books ranging from cooking, quilting, business-related, self-improvement, Buddhism and Chinese history to fiction.

Favorite gadget
Mouse

Your last meal would be
A bowl of white rice.

Favorite vacation spot?
Beijing — a good blend of history and the modern world.

What others can't tell just by looking at me
That I am tone-deaf.

Manager's profile
"Maggie is well respected among her team, her peers and managers for her dedication and her industry knowledge — especially in the peripherals market. Industry players alike are impressed with her extensive domain knowledge. She is one of the pioneers and key contributors to ASEAN's growth and success. She is one of the few people I revere in my lifetime for her honesty, friendship and character. The anniversary profile is certainly a great accolade for her commitment and passion for her work at IDC. With heartfelt thanks to Maggie — cheers!"

— Selinna Chin, managing director, IDC ASEAN

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Debra Becker *Network World*
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Stephan Scherzer *PCW/Mac Publishing*
Neal Silverman *Network World*

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WWW.IDGCENTRAL.COM

IDG's U.S. enterprise brands join forces for big Citrix win

Client now mulling extension of five-month, multimillion-dollar program

When Citrix began looking last year for a media company to help it rebrand itself as an IT partner and market innovator, staff at all four then-independent enterprise brands mobilized to create a program that so impressed the software vendor that it not only signed on for a five-month run but turned to IDG as a strategic marketing partner on which it relied to help define and fine tune its goals for the program.

JOE MOLA

Seated (l-r): ***Matt Goebel****, executive producer, Online Publishing Group;* ***Danielle Tetreault****, manager, Online Account Services, CXO & Network World;* ***Bill Laberis****, VP/Content Strategy, Custom Solutions Group. Standing (l-r):* ***Karen Capland****, project manager, Custom Solutions Group;* ***Bill Rigby****, director, Online Account Services;* ***Presh Costales****, lead online designer, Online Publishing Group. Another photo of participating staff is on page 4.*

"When this effort began," noted **John Amato**, VP and publisher, Computerworld, "Computerworld, CIO, InfoWorld and Network World were all separate business units, but that didn't stop staff from coming together to create a very unique program that has so pleased the client that it is currently contemplating extending this multimillion-dollar program beyond the original five months."

The goal of the program is to increase awareness of the Citrix brand and "move the needle" on the company's visibility in the marketplace, explained **Bob Melk**, senior VP, group publisher at IDG Enterprise (IDGE). "Citrix has relied heavily on the expertise of a variety of folks here at IDGE as experts in our individual brands who can tailor the content and other aspects of the microsites to speak most effectively to

continued on page 4

IDG Denmark serves up hugely successful breakfast events

Breakfast Club series added US$800,000 in revenue for FY09; expansion eyed for '10

IDG Denmark borrowed the recipe for a successful Breakfast Club concept from IDG Norway and IDG Sweden two years ago. Today, the morning program is the engine behind the 60% increase in events revenue the business unit enjoyed in FY09.

"People like to go to events, but they also like to get to their office so they don't miss the entire work day," said Events and Conference Manager **Maibritt Møller**, who was hired in 2007 to jumpstart the company's events portfolio. She spent time with IDG Norway Managing Director **Morten Hansen** and IDG Sweden Event Manager **Ulrika Ullman** and their events teams to learn what worked well in their markets and rolled out 15 local Breakfast Club events in 2008, 25 in 2009 and plans for 30 in FY10. The FY09 program brought in 4.0 million Danish kroner (US$800,000) in revenue, up from 2.8 million kroner ($560,000) in FY08.

Breakfast Club
gratis viden på vej til jobbet

The tagline reads "Free knowledge on the way to work."

The target audience consists of mid-level technicians and project managers, "people who have their hands into the technology and are influencers, who can report to the CIOs and recommend what kinds of solutions will work best in their company," she said. Attendees must register in advance at Computerworld.dk's events page, where they fill out a detailed demographic profile and overview of their company, its IT investment plan and other valuable lead-related data. Attendance averages about 100 people, though the biggest session drew 185.

Møller attributes the substantial turnout to the fact

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IDG Entertainment launches year-long internship program *page 2*

One on one: IDG World Expo CEO Mary Dolaher *page 3*

Publishing partner hosts 11th annual PC World Latin America awards in Miami *page 6*

Celebrating 10: IDC Asia-Pacific's Rajnish Arora *page 8*

IDG Entertainment launches year-long structured internship program

Participants in IDG Germany's year-long internship program include (l-r): ***Daniel Raumer, Maxi Graeff, Yassin Chakhchoukh, Jenny Rossberg, Nico Gutmann, Yulia Klose*** *and* ***Stefan Dwoschak****.*

IDG Entertainment in Munich, Germany, this month began a program called "The Next Generation" that gives seven interns an education in a variety of publishing sectors, rather than an education in filing invoices.

"There are no valuable programs in editing, sales or content management for young professionals, so we decided to develop one," said **Kerstin Krockauer**, IDG Germany human resources director. "We, of course, want to hire motivated and creative youngsters, but we want to give something back [to them] as well. It is not enough to offer on-the-job training; there must be some theoretical education with it."

Krockauer admitted "it's not just altruism" on IDG Entertainment's part. "With these young, highly motivated people we get some 'fresh air' and new ideas. Even if we are not able to hire all of them after this year, we may have found one or two young professionals. In this economically difficult time, it's important to invest in your staff. To plan for future business you need the right people."

The interns began their year-long, full-time paid internships on Oct. 1, each in a different GameStar, GamePro or Making Games department of their choice, such as editorial, design and content management. They also will spend one month of their intern year at workshops and programs outside IDG Entertainment that are offered in cooperation with Munich's Mediadesign University, the Journalistic Academy and SoftED Systems. "These schools offer various types of training and workshops, and we've chosen the ones that fit our program best," Krockauer said.

> *"We expect a win-win-situation. Seven young adults get the opportunity of professional growth and a salary, and we get young people who can strongly support all of our business areas."*
>
> *— Kerstin Krockauer*

The interns will also spend another month rotating to different departments at the three IDG Entertainment publications. The interns are expected to share their experiences with each other over the course of the year and work on several collaborative projects to get an overview of publishing.

Before this program Krockauer said IDG's interns were simply "learning by doing, there was no formal education program. Now, every intern is expected to be active and learn how our business works."

IDG Entertainment's intern program was promoted on its magazines' sites and at the two-day GamesCom trade show in Cologne, Germany, in August. More than 100 people applied for the seven openings. "We were looking for open-minded, creative young people who have a strong will to develop themselves and their talent," Krockauer said. "There were many different kinds of applications; one told a story in pictures." Krockauer said they asked 25 applicants to come in for interviews; a dozen of them were invited back for second interviews. Five of the interns chosen are recent university graduates. "It was really hard to choose the right talents," she said. "There was so much knowledge, so much motivation. But actually soft skills like curiosity, creativity and team spirit tipped the scales."

Interns receive a "training salary," which is about half that of an entry-level position, according to Krockauer. "It's not much, but it works, and the interns are getting both real work experience and an education in publishing," she said. "We also offered some help in finding cheap apartments and flats to share."

"We are very excited to see if establishing a structured process for educating trainees on the job will help get even more quality work from our junior staff," said GameStar Publisher **Andre Horn**.

"We expect a win-win-situation," Krockauer said. "Seven young adults get the opportunity of professional growth and a salary, and we get young people who can strongly support all of our business areas. And while not our main focus, if there is a chance to hire an intern after their year is over, we will."

For more information contact Kerstin Krockauer at kkrockauer@idgcom.de.

one on one

Mary Dolaher
The CEO of IDG World Expo is this week's columnist. Reach her at mdolaher@idgworldexpo.com.

Q **Macworld 2010 will be the first Macworld in which Apple is not participating. How has this change affected the upcoming event? Can you talk about some of the changes to Macworld this year?**

A Macworld 2010 is truly the start of a new era. Although Apple has decided not to exhibit at this year's event, that decision leaves a lot of room for creativity and new development at this year's show. Macworld has always been an event by the community for the community and an event that helps people become more informed buyers and more successful sellers. We have always been about choice and giving people all the options — in Apple's absence, there is an even greater opportunity to do this. For 2010, we have been able to take more grassroots approaches to how we organize our community and to what we can offer to our attendees and exhibitors.

Many of the show programs this year are focused on bringing the exhibitors and attendees closer together. On the product front, our attendees consistently report that the No. 1 reason they come to our event is to discover new products. About 95% of the products shown at Macworld are not available at an Apple store, so Macworld represents an annual opportunity to research new Mac technologies and network with other Mac professionals, buyers and enthusiasts in a dedicated and focused showcase.

> *"About 95% of the products shown at Macworld are not available at an Apple store, so Macworld represents an annual opportunity to research new Mac technologies and network with other Mac professionals, buyers, and enthusiasts in a dedicated and focused showcase."*

We are also introducing a VIP Buyers program as a way for exhibitors to reach the Apple products buyers. This program invites some of the top retailers to Macworld to view exhibitors' products so they can get hands-on demonstrations and determine which products they'll sell in their stores. Some of our buyers include Amazon, Best Buy and Toys R Us — access to these top buyers tangibly improves our exhibitors' ROI from the event.

Our Get Involved program is a great example of how we are organizing the community. This program enables community members to submit ideas to the show and to offer their creative services or volunteer their time on-site at Macworld. The community support through the Get Involved program has been quite overwhelming — artists have submitted their artwork, graphic designers are offering their skills and countless volunteers have come forward to contribute time to the show — a reflection of how much the community enjoys and supports Macworld.

The Macworld Main Stage, where all feature presentations are held, is a returning feature of the Macworld Expo Hall. We recently announced David Pogue and Leo Laporte as featured presenters, and additional presenters will be announced in the weeks leading up to the show.

The Mobile Application Showcase is a new feature of the Expo Hall where iPhone developers will be able to participate at a lower price point to showcase and distribute their applications to the community. This Showcase provides attendees an opportunity to find the apps they need in an efficient way and offers direct access to the developers who create the apps they use every day on their iPhones.

Also new this year for exhibitors is the opportunity to buy a comprehensive marketing program including advertising space with our partner, Macworld magazine. This partnership sale with Macworld gives exhibitors the opportunity to generate brand awareness all year round.

Finally, we recently announced that our early conference speaker slots were completely filled up earlier this year then ever before and that five months before the event, we had more than 28,000 people registered. We are thrilled that the community has been so supportive of the show and is as excited about the start of a new era as we are. Macworld 2010 is the best place on the planet for the community to gather; it has the most products in one place, the most comprehensive Mac conference program with the best speakers, and the only place where you can interact with the product designers yourself.

Q **How is World Expo using social media to market and/or recruit your potential exhibitors and attendees?**

A We are finding Twitter and Facebook to be the most effective social media tools for our events. These two outlets seem to be most popular among our attendees, who prove to be quite active on both platforms. Attendees will post to the fan pages for each event and re-tweet announcements and news for the events. Macworld is also continuing to improve its online community via Ning. Our Macworld Ning community is strictly for Macworld exhibitors and attendees. Exhibitors can create groups and network with attendees prior to the event, and we are experimenting with holding some online contests and voting exclusively through our Ning community.

Q **We have seen an Internet-driven fundamental change in the publishing business over the past few years. Is there a similar kind of change affecting large face-to-face exhibitions/conferences that have been the bread and butter of IDG**

continued on page 7

Citrix

continued from page 1

IDG WORLD UPDATE

(L-R): CIO Publisher **Bob Melk**, Network World Account Coordinator **Tina Marfori** and Network World National Director of Custom Media **Karen Wilde**. Other contributors to this effort not pictured include: **Adam Dennison**, VP/Sales, CIO; **Jen Malkasian**, online account services, CIO.com and CSOonline.com; **John Amato**, VP/publisher, Computerworld; **Andrea D'Amato**, VP/Publisher, Network World; **John Gallant**, chief content officer, IDGE; **Kristin Bradshaw**, online account services specialist, IDGE; **Gregg Pinsky**, SVP/Online Sales & Operations, IDGE and **Sean Nakamura**, director, Audience Development, IDGE.

our different audiences, thereby maximizing their impact," Melk said.

"This has been a truly pan-IDG effort that started when there were four independent media groups. Employees in all four groups continued to work closely together during the two consolidations that have taken place since last October," said IDG Enterprise Custom Solutions Group Editorial Director **Bill Laberis**, who also serves at the site editor/content director for the project. "In many ways, this project has served as a sort of precursor to the style of cooperation for the greater good that will characterize IDG Enterprise going forward."

At the center of the program are four microsites hosted by the four enterprise brands. And while there is consistency in terms of themes and content across all four sites, each site has a unique voice specific to each brand's audience. "Our ability to provide a dedicated editorial and sales voice for each brand and thereby speak directly to four distinct constituencies is one of the key differentiators for IDG versus our competitors," Melk said, adding, "most of them tend to take a one-size-fits-all approach."

> *"Our ability to provide a dedicated editorial and sales voice for each brand and thereby speak directly to four distinct constituencies is one of the key differentiators for IDG versus our competitors."*
> *— Bob Melk, SVP/group publisher, IDG Enterprise*

The program encompasses an array of print and online advertising, an "e-zine," webcasts, custom case studies, Executive View Points and sponsorship of the recent CIO Premier 100 event. The content on the sites will undergo two comprehensive refreshes during the five months of the program, concluding in January. In addition, the content itself is very tightly coupled to significant and highly successful moves Citrix has made into the desktop virtualization space, explained Laberis.

A key to client satisfaction with this program has been the ongoing reporting. Each week, Citrix receives reports that track banner advertising and microsite performance, explained **Danielle Tetreault**, CIO, CSO and Network World manager, Online Account Services. The banner report tracks clicks and impressions on a variety of Citrix-provided banners and custom banners created by IDG Online Publishing Group. The microsite report tracks search engine referrals, a breakout of referring domains (e-mail, other Web sites, search engines), time spent on site, and a breakout of pageviews, visits, uniques by business unit, clicks on 25-plus assets and various video engagement metrics. The sites and the tracking tools were built by a team from the Online Production Group headed by **Matt Goebel**, executive producer, IDG Online Publishing Group.

The weekly reporting is viewed intently on both sides, Melk noted. "Here at IDGE, we study the reporting to determine which of our efforts has the most impact and where we need to make adjustments. Citrix views the reporting as a measurement of our performance both individually as brands and as an aggregate, using the metrics to judge our overall effectiveness toward their end goal."

The initial iteration of this program, which launched in mid-August and runs to January, is focused entirely on branding awareness. In the second phase of the program, currently in the proposal stage, lead generation will become a focus, Melk said. In addition, event sponsorship will play a bigger role as will various social media elements, and he said they are proposing to extend the program internationally.

Noting that nothing of this scope has been undertaken on behalf of a client previously — including the high level of customization, Melk said that the whole team has "been stellar in terms of implementing best practices and executing on the program extremely well."

For more information, contact Bob Melk at bmelk@idgenterprise.com, John Amato at john_amato@computerworld.com or Bill Laberis at blaberis@idgenterprise.com.

Breakfast Club

continued from page 1

that the staff uses its IDG Connect database with 18,000 people who have permitted use of their e-mail addresses, so the team can target e-mail invitations to those who have indicated interest in the given topic. If the incoming leads don't appear to be the caliber they're looking for, IDG Denmark uses telemarketing.

*Some of the IDG Denmark staff involved in the Breakfast Club program are (front, l-r): Key Account Manager **Anja Kjer**, Event & Conference Manager **Maibritt Møller**, Marketing Coordinator **Ditte Friis**, Coordinator **Henriette Pedersen**, Key Account Manager **Bettina Thomasen**. (Back, l-r): Art Director **Søren Hein**, Technology Editor **Kim Stensdal**, Online Project Manager **Henrik Rydahl**. Missing from photo: Commercial Director **Karsten Bundgaard**, Key Account Manager **Helle Knudsen** and Marketing Director **Peer Jensen**.*

Admission is free, but no-shows are invoiced 500 Danish kroner ($119), a tactic that has limited the no-show numbers to five or fewer per event. Registrants receive two e-mail reminders prior to the breakfast.

Each Breakfast Club is hosted by Computerworld Editor-in-chief **Jan Horsager** or Technology Editor **Kim Stensdal**. The session begins with registration from 8:30 a.m. to 9 a.m., followed by two 30-minute sponsor presentations, a short break, and two more presentations, ending at 11:15 a.m. Møller encourages sponsors to avoid sales presentations, and 85% of them introduce case studies, often in tandem with their client, to describe solutions to real-world problems. Descriptions of the case studies are available at the registration site.

Breakfast Club sponsors get company information and a logo on the CW Denmark events site, on-site signage and an opportunity to distribute marketing materials at the event, logo and name on banners on Computerworld.dk, print ads, direct mail and their logo in e-newsletters promoting the event. Sponsors pay about 45,000 Danish kroner ($9,000).

Topics have included, among others, unified communication, virtualization, business intelligence, SOA, server/storate and green IT. Given the diversity of the topics so far, only about five sponsors have been repeaters, and that's been a key component in being able to attract attendees, Møller said. However, they're at the stage where they're starting to repeat some topics, and finding new and interesting subjects is one of their biggest challenges, she said. "It's hard to know what's going to be hot in the year ahead as we begin our planning, and we work closely with our customers to get their suggestions," she added "We have to change with the market, and we do that all the time."

Møller said she has been fortunate to secure a venue that has been much more cost-effective than a typical hotel: a conference center that Pfizer, a U.S. pharmaceutical company with a Copenhagen branch, rents when it is not in use. This year the Breakfast Club branched out to Aarhus, a city about 400 km (250 miles) from Copenhagen. Sponsors are given a discounted rate if they make presentations in both locations, though Møller said it has been sometimes difficult persuading sponsors to make the trip.

IDG Netherlands' enterprise group has recently been working with Møller to replicate a similar program, and IDG Global Solutions is exploring selling sponsorships across Europe since more business units are adopting the concept.

Write to m.moller@idg.dk.

SEO Knowledge Center

Check out the new content in the SEO Knowledge Center on IDG Central. Among the resources:

A 30-minute SEO Webinar with the Online Publishing Group's **Sean Nakamura** followed by a 30-minute Q&A.

A Three-Step Plan to Teach Yourself SEO (Lots of handy resource links)

Links to SEO resources from Google, including:

- Search Engine Optimization Starter Guide
- Google Webmaster Tools
- The Official Google Blog
- Google Trends
- Google AdWords Keyword Tool

Go to the Knowledge Exchange tab on www.idgcentral.com, choose Knowledge Centers and then select SEO from among the more than 20 topics listed.

noteworthy people

New employees

JOE MOLA

Buckman

Benjamin Buckman joins the **Online Publishing Group** as a Web developer, coming from EchoDitto, Inc., where he held a similar title. A graduate of Boston University, he holds a B.A. in philosophy and political science. In his free time he enjoys bicycling, woodworking, blogging and motorcycling – in 2006 he completed a solo ride across the U.S. *bbuckman@idgenterprise.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

And the IDG Photo Calendar random drawing winners are....

Three employees who voted in the recent IDG Photo Calendar contest each won a $50 Amex gift cheque in a random drawing of all voters. They are **Sibyll Hofele**, IDG Germany; **Helena Chappell**, IDC U.K., and **Tehmasp Parekh**, IDC Australia.

The one-year NE Aquarium family pass goes to...

David Baron, IDG Connect, whose name was chosen at random among all correct entries in the Oct. 15 World Update article contest.

Coming up

IDC's IT Managers Forum & Expo 2009
Oct 28
Radisson Blu Hotel
Kuwait City, Kuwait
www.idc-cema.com

IDC Cloud Computing Forum East
Integrating Software, Server and Storage as a Service into Your Enterprise IT Delivery Model
Nov. 5
New York City
www.idc.com

Information Management for Business Optimization Executive Roundtable:
Transforming Data into a Trusted, Strategic Asset via an Information Agenda
An IBM/IDC event
Nov. 10
JW Buckhead Atlanta Hotel
Atlanta
www.idc.com

IDC Brazil Information Security Seminar
Nov. 10
Rio de Janeiro, Brazil
www.idc.com

IDG Global Media Institute
Nov. 16-20
Boston
Contact: laurie_butson@idg.com

Green Business Conference
An IDC France event
Nov. 17
Paris
www.idc.com

CIO Perspectives
"Local Connections on Global Issues"
A CXO Media event
Dec. 9
Los Angeles

IDG Professional
Internal training program for high-potential and high-performing individual contributors
Jan. 13-14
Boston
Contact: laurie_butson@idg.com

Macworld 2010
An IDG World Expo event
Feb. 9-13
Moscone Center
San Francisco

For more IDG events go to www.idgcentral.com.

PC World Latin American Awards gala recognizes outstanding products and companies

Seated: ***Elinet Medina**, VP/Editorial, PC World en Espanol;* ***Walter Mastrapa**, VP/Sales and Business Development, PC World en Espanol;* ***Jim Sullivan**, VP/Licensing, IDG IPS;* ***Trino Ramos**, president and publisher, PC World en Espanol and his wife Beatriz. (Standing, l-r): Ubaldo Medina,* ***Acela Bofill**, assistant to Trino Ramos; Isaac Bofill;* ***Marcelo Lozano**, associate editor, CIO America Latina and* ***Armando Lazo**, VP/Publishing, PC World en Espanol.*

The Hispanic American Publishing Group, one of IDG's publishing partners, hosted the 11th annual PC World Latin America Awards (PCWLA) event in Miami on Oct. 1.

The 110 attendees included presidents, VPs and other high-level executives from major IT companies and agencies doing business in Latin America. They represented 28 companies, including Dell and LG as first-time attendees. Samsung signed as the platinum sponsor; Kodak and LG as gold-level.

IT companies nominated their products and services in 30 categories — more than ever before — and judges from the PC World Latin America editorial teams selected the winners that were honored during the event.

Four companies received special awards. Skype Communications Software earned The People's Choice Award, as voted by pcworldenespanol.com readers. They chose from five of the most popular products of the year as determined by PC World en Espanol staff. The Digital World Award, chosen by the editors to honor a company that has advanced the quality of the digital world in consumers' daily life, went to Panasonic Latin America. The Product of the Year, selected by editors, went to LG LED TV. Samsung Latin America received a new award, the PC World Latin America Green Award, for its commitment to reducing its carbon footprint, primarily by reducing its energy use in manufacturing as well as making low-energy consumption products.

PC World en Espanol is distributed in Argentina, Colombia, Chile, Venezuela and Central America. The Hispanic American Publishing Group is also affiliated with PC World titles in Ecuador, Panama, Mexico and Peru.

Write to President and Publisher PC World en Espanol ***Trino Ramos*** *at trino_ramos@idglat.com.* WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30

Lloyd Cohen *IDC*

19

Duane Hampson *PC World*
Stephen Fontaine IDC

18

Steve Pelosi *IDG*

17

James Farley *IDC*

16

Sean Weglage *Computerworld*
Carolyn Johnson *CXO Media*

13

Amy Bonner *IDG World Expo*

12

Arpad Palotai *IDG Hungary*
Andrew Glassock *IDG Australia*
Masaaki Moriyama *IDC Japan*
Michele Lee DeFilippo *Computerworld*

11

James Eibisch *IDC U.K.*
Sheryl Hodge *CXO Media*

10

Imre Egri *IDG Hungary*

9

Gyorgy Dragon *IDG Hungary*
Ekapat Chareonlarp *IDG Strategic Marketing Svcs.*

8

Mónika Babinecz *IDG Hungary*
Andrea Bohn *IDG Hungary*
Phil Sargeant *IDC U.K.*

7

Viktor Fulop *IDG Hungary*
Szabolcs Toszegi *IDG Hungary*
KR Sreenivasan *IDC CCR India*
Erik Hofslagare *IDG Sweden*

6

Magnus Andersson *IDG Sweden*
Patrick Kenney *IDG International Publishing Svcs.*
Melissa Webster *IDC*

5

Judit Kovacs *IDG Hungary*
Iwona Polowczyk *IDG Poland*
Matthew Wintringham *Computerworld*
Matt Goebel *IDG Online Publishing Group*

4

Vanessa Garcia *IDC Brazil*
Rafal Woszczyk *IDG Poland*
Amy Seitz *IDC*

3

Laszlo Bata *IDG Hungary*
Gabor Beres *IDG Hungary*
Polly Chan *IDC Hong Kong*
Guillaume Spriet *IDC France*
Mads Elkær *IDG Denmark*
Adam Stchnik *IDG Poland*
Michael Simons *IDG U.K.*
Deborah Rosenthal *IDC*
Juliet Truscott *IDG Global Solutions U.K.*
Tony Hendrawan *IDC Indonesia*

2

Eva Hajdu *IDG Hungary*
Balazs Horvath *IDG Hungary*
Chee Chiu Chan *IDC Singapore*
Greg Meckbach *ITWorld Canada*
Kyra Jones *IDC U.K.*
Marcin Tyborowski *IDG Poland*
Nick Barber *IDG News Service*
Chris Kanaracus *IDG News Service*
Chris Bresnahan *IDG Online Publishing Group*
Nina Carrara *IDG World Expo*
Angelica Beare *IDC Philippines*

1

Anita Kaufmann *CXO Media*
Lauren Wilson *CXO Media*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

One on one

continued from page 3

World Expo? What are the biggest challenges facing World Expo in FY10?

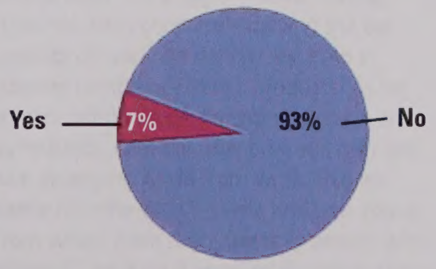
A Like most other sectors of the economy, the exhibition industry is facing challenges in this financial environment. With that said, research consistently shows that companies highly value face-to-face meetings — in point of fact, a recent Center for Exhibition Industry Research report shows that in 2009, companies reduced the percentage of their marketing budgets allocated to exhibitions by only 2% over the last year. Expos remain one of the most effective and efficient ways available for companies to generate high-quality leads.

In addition, World Expo is very well positioned because our two largest events focus on industries that remain robust. While no business is completely bulletproof, both Apple and the video game industry have remained relatively robust this year. For instance, both iPhone and iPod sales were up in the second quarter of this year, and over half of all new Mac sales went to first-time Mac buyers, according to Apple. In addition, while the video game industry has faced some bumps during recent months, PricewaterhouseCoopers predicts that industry sales will grow 7.2% to US$55 billion worldwide this year, up from $51.4 billion in 2008. In contrast, box-office and movie DVD sales are projected to grow just 1.1% this year to $84.8 billion, while music is expected to tumble 7.7% to $28.4 billion worldwide. The fact that the industries on which our shows focus remain strong is a key factor in our continuing success.

Suggestions for columnists and questions for this feature may be sent to world_update@idg.com.

Question of the Week results for Oct.

Has the recent $50 price cut on the Kindle made you more likely to buy one?



Log on to www.idgcentral.com to vote on this week's question: **Do you use a GPS in your car?**

celebrating 10!

Name
Rajnish Arora

Home
Singapore

Joined IDC
February 1996 as a senior market analyst at IDC India.

Career path since joining IDC
I was at IDC India for three years from 1996-1999. After I left IDC India in March 1999, I joined IDC Middle East and was based in Dubai, Cairo (Egypt), and Istanbul for a short stint of six months. I joined IDC AP in Singapore in September 1999.

Current title
Director – Enterprise Computing (Research Domain Group) that includes Server, Storage and Enterprise Networking Hardware.

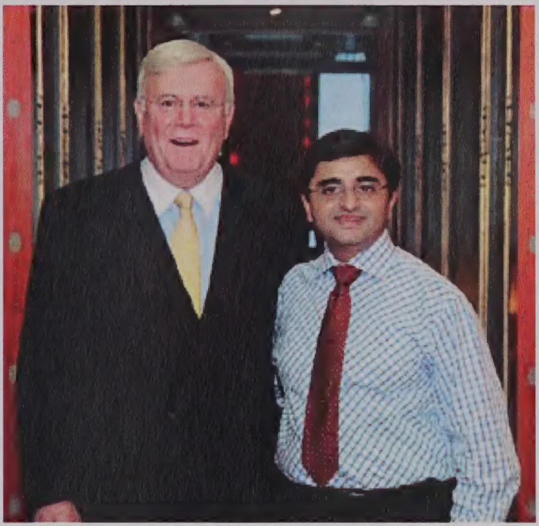
Most challenging part of your job
The market tracker deadlines are absolutely critical. We must deliver the quarterly market intelligence tracker updates by the due dates even if the city is on fire.

Best part of your job
The opportunity to engage and interact with some of the most senior IT market executives for scintillating discussions and to advise them on how they can do better in their businesses from both a market and competitive landscape perspective is simply an extremely thrilling experience. The amount of influence that I have in shaping the strategies and tactical decisions of IT vendors has only grown over the years, which is an extremely powerful experience.

Memorable moment at work
Back in 2007 when I was promoted to the position of Research Director. One of my clients sent a large bouquet of flowers and a violinist to play a song congratulating me on my elevation in the company. I was the envy of the entire IDC Singapore office — especially because it is not very often that clients will extend such a kind gesture.

I joined IDC because
I wanted to learn more about the burgeoning IT industry. What better place than IDC to be in the thick of action in the IT industry!

What's kept you at IDC for 10 years?
A fantastic manager (Avneesh Saxena) who has been a great mentor and guide and has been one of the cornerstones of my consistent success at IDC. He has not only provided me with flexibility and bandwidth to broaden my horizons but has also been a constant source of immense encouragement, motivation and support to help me achieve my professional goals.



Rajnish Arora *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner honoring his years of service to IDC.*

Interests outside the office
My biggest passion outside the office is my hobby for collecting model trains, which I developed back in 2003 while on holiday in Switzerland.

Most rewarding thing you've ever done
Last year, my wife and I decided to sponsor the education of a few less privileged girls in India. It is amazing to see how a small financial contribution can make a tremendous positive impact on other peoples' lives.

Your last meal would be
I love good food but my last meal should be one prepared by my wife who is a wonderful cook.

If you won the lottery tomorrow, you would
I would enjoy working even more because then I would not have to think about the financial aspect of my work. It will also give me the freedom to do a little bit more for the underprivileged people.

Manager's profile
"Rajnish is a very committed team member, and his biggest strength lies in his passion for the work he does. I have seen him persevere hard over the past 10 years to create his current enviable position of the leading server analyst in the region. Never resting on his past laurels, he is constantly moving the bar up on the quality of work we deliver, resulting in greater customer confidence in our products. As he takes on an expanded role of managing storage and networking research, I am confident we will only see more positive synergies. Aside from work, Rajnish tries to balance his time with his wife and two young children. From what I have seen, the only person who gets the better of him is his 8-year-old daughter, who keeps him on his toes."

—Avneesh Saxena, group VP, Research Domain Group, IDC Asia/Pacific

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Bob Melk *IDG Enterprise*
Joe Mola *IDG Enterprise*
Maibritt Møller *IDG Denmark*
Trino Ramos
PC World en Espanol
Søren Queitsch *IDG Denmark*
Jim Sullivan *IDG IPS*

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International Data Group is the world's leading technology media, events, and research company. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers. Media brands are in more than 90 countries and include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. The company's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, OpenSource World, E3 Expo, DEMO, Storage Networking World, and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. Additional information is available at http://www.idg.com.

IDG World Update

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WWW.IDGCENTRAL.COM

IDG Germany aims to fill market void with CFOworld.de

With the launch earlier this month of its CFOworld.de site, IDG Germany is filling a market void left when The Economist shuttered its CFO magazine in June due to plummeting profits.

The CFOworld.de. team (l-r): Editor ***Sascha Alexander****, Online Director* ***Stefan Huegel****, Editor-in-chief* ***Horst Ellermann****, Developer* ***Mike Hartmann****, and Database Manager* ***Jonas Triebel****.*

CFOworld is aimed at fostering an online community of high-level financial decision makers. "We believe that the concept of CFOworld is superior to that of CFO magazine in that we deploy a Web-centric approach and a unique mix of content and services that fit the target group's needs best," said IDG Germany Online Director **Stefan Huegel**. "CFO magazine was made for yesterday's generation of financial decision makers. CFOworld is built for the upcoming generation of business and finance decision makers who embrace technology."

CFOs play an essential role in steering and developing business, according to Huegel. "They also are the influencers when it comes to deciding on the investment of our clients' IT products. Also, we see an increasing confluence in the activities of CIOs and CFOs. CFOworld takes all that into account."

The site focuses on the strategy, management and leadership issues that CFOs constantly face. "We will, of course, also bring in our expertise in technology and focus on the importance of IT to financial leadership," Huegel said.

Using one of the site's features, registered users can

continued on page 4

IDG Enterprise introduces sponsorable ad page module

Twitter platform displays keyword-relevant tweets, links to client content

Earlier this month IDG Enterprise rolled out a sponsorable article page module that delivers real-time Twitter tweets related to editor-selected keywords. Microsoft is the first client to sign on for the program, which can be easily replicated by IDG business units worldwide. It is now running on Computerworld.com, CIO.com, CSOonline.com, NetworkWorld.com and ITworld.com.

Figuring out ways to monetize social media opportunities is an ongoing challenge for media companies, and the idea for the new Twitter project was the result of a lot of brainstorming, according to Online Publishing Group (OPG) Executive Producer **Matt Goebel**, whose team created the Twitter module.

"We had some conversations with [IDG Strategic Marketing Services President] **Matt Yorke**'s group about the types of concepts they wanted to talk to sponsors about. As we went through different mockups and options, we ultimately decided to build a sponsorship model based on taxonomy."

Microsoft selected three core topic areas within which it wanted to promote specific products. Its taxonomy terms are servers/data centers (for products such as WS08, SQL Server, Sharepoint System Center); unified communications, which can include mobile and wireless communications; and security (Forefront).

The Twitter module is hard-coded into the site and sits just below where an article jumps and finishes. When a user refreshes the Web page, new tweets are

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Inside this issue

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InfoWorld Netherlands rebranded as Computerworld *page 4*

Celebrating 10! IDC Insights' Cort Isernhagen *page 8*

newsworthy

in brief

IDG Sweden creates paid membership networking group for women in IT

IDG Sweden has created another user-generated revenue stream with the debut of the Women IT Professionals network in September. Members of the target audience — female managers within Sweden's IT industry — pay an annual membership fee of 25,000 SEK (US$3,594) for regular opportunities to learn from each other and outside speakers who contribute to their personal and professional growth.

Britta Liljegren

IDG Sweden also maintains another fee-based membership group, the CIO Executive Club.

Managers who join the network become part of a 12-person group, as more members join, new 12-member groups are formed. Each meets officially six times a year, 2:00 p.m. to 7:00 p.m., usually at a Stockholm hotel or conference center, followed by dinner. **Britta Liljegren**, business manager for IT Branschen and IT24.se, and IT.Branschen Editor-in-chief **Therese Sundstrom** coordinate Women IT Professionals and host the meetings. The agenda varies but usually includes informal networking time, two hours with a career coach and a chance for a member to talk about a work-related challenge and get feedback from the group. The meeting also includes an outside speaker knowledgeable about the topic of the day.

"We want to keep the groups small so that members can really get to know and become inspired by each other" Liljegren said.

Therese Sundstrom

The first networking group has already had two meetings and another group will gather for the first time in January. Additional activities for the network may be added, but members of the inaugural group have already scheduled monthly lunches.

IDG Sweden also has a Web site, http://it-tjej.idg.se/, targeted to women, primarily those between the ages of 25 and 40 who work in, or are planning to enter, the IT and telecommunications industry. IT-tjej ("IT girl") debuted in March 2008 and evolved to become a site that relies on user-generated content and features 12 female bloggers with different IT careers.

Write to britta.liljegren@idg.se

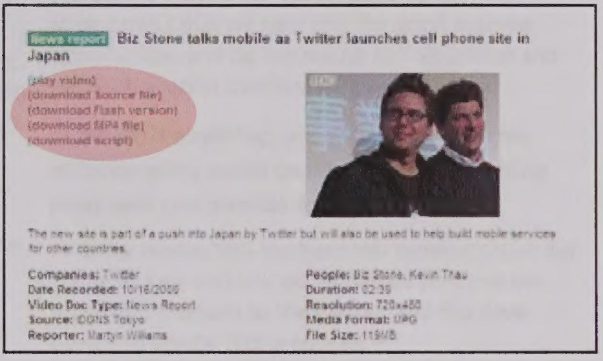
New on IDG Central

Bob Carrigan video: Key business priorities for 2010

IDG Communications CEO **Bob Carrigan** has been meeting with colleagues across the U.S. to explain key areas of focus for 2010. Media and event brands combined with the IDG TechNetwork, lead generation, marketing/media services and social media offerings combine to make IDG a category leader. In this 40-minute video, Carrigan explains category leadership and its importance to IDG's future.

If you need a logon for IDG Central, use the link at www.idgcentral.com to request one.

IDG News Service begins transition to high-definition video files



News report Biz Stone talks mobile as Twitter launches cell phone site in Japan

(play video)
(download source file)
(download Flash version)
(download MP4 file)
(download script)

The new site is part of a push into Japan by Twitter but will also be used to help build mobile services for other countries.

Companies: Twitter
Date Recorded: 10/16/2009
Video Doc Type: News Report
Source: IDGNS Tokyo
Reporter: Martyn Williams

People: Biz Stone, Kevin Thau
Duration: 02:39
Resolution: 720x480
Media Format: MPG
File Size: 119MB

The IDG News Service will continue to offer its standard-definition and Flash video files as well as high-definition files of all originally recorded video through January 1. After that date, only the HD and Flash files will be available.

Beginning Jan. 1, 2010, the IDG News Service will become one of the only online news organizations to provide all of its original video reports in high-definition (HD)-only files. Between now and then, it will continue to provide standard-definition (SD) and high-definition video, along with Flash files, which will continue to be available after Jan. 1.

According to IDG News Service Online Video Producer **Nick Barber**, there is a significant improvement in the quality of the HD videos, and the file size is similar to that of standard-definition files. In addition, he said, most, if not all editing software can handle the high-definition MP4 files.

"The tricky part with HD," he said, "is the display. YouTube, for example, provides 100% support for HD, but proprietary video platforms may or may not currently provide this support. IDG business units that want to embed our HD video on their sites should check to ensure that their platforms support HD."

A few points of note:

- The Flash previews will eventually change to 16:9 to accommodate the new HD format.
- CES 2010 reports will begin hitting the News Service wire on Jan. 5, and source files will be HD only. The Flash previews will eventually change to 16:9 to accommodate the new HD format.
- HD video will only be provided when it is available, i.e. when the video is shot by the News Service or high-definition b-roll is provided by a third party. In this case, starting Jan. 1, the only source file provided will be an MP4 at 1280 by 720. During the transition period both an HD MP4 and SD MPEG2 will be provided.
- If the report uses SD-only video, it will not be converted, instead it will be offered as an SD MPEG2 at 720 by 480, the same way it is now.
- MP4s are accepted by most editing software and are similar in size to the MPEG2 reports currently provided by the News Service.

If you need any help or have any questions about the IDGNS transition to HD please contact Nick Barber at nick_barber@idg.com.

Passes available for Boston museums

IDG has renewed its corporate memberships for the New England Aquarium and the Boston Children's Museum. Local and visiting employees may request up to four passes to each by sending a request to world_update@idg.com. See the Local News Boston/Framingham section of www.idgcentral.com for the latest listing of available museum passes.

one on one the interview

Kit Gould
The managing director of IDG U.K. is this week's columnist. Reach him at kit_gould@idg.co.uk.

> *"I have never witnessed so much change in what our customers expect from us, and this creates many, many new opportunities. We have laid down a lot of markers for the future, and I have been constantly impressed by the willingness of all our employees to adapt to these changes and put in such hard work and insight and to embody IDG's 'Let's Try It' attitude so that we can execute successfully."*

Q How is IDG U.K. positioned as we begin fiscal 2010?

A Over the past few years we have been working on a strategy to introduce all of IDG's product lines into the U.K. Three or four years ago we were almost exclusively a B2C publisher making some early inroads into online publishing. Today, we have a full B2B portfolio, which now represents 55% of our advertising revenues, and of this over 80% is non-print revenue. The B2C side of our business has also been transformed with 55% of ad revenues coming from online and another 12% coming through in events-based activities. The 33% of revenue that remains in print is still very important to us but we now have a much healthier balance to our business.

Most recently we have focused on the growth potential of 'The Big Three': lead gen, network sales and social media. These have all grown rapidly and collectively will represent at least 30% of advertising revenues for the coming year.

We have budgeted cautiously on all our revenue lines but are planning to react quickly and effectively to whichever area exhibits the most opportunities. It is too early to say the market is picking up.

The U.K. remains one of the few European Union countries that still exhibits negative economic growth, and although this is expected to move into positive by the end of this year, we remain cautious on how this will feed through to our sector and to our clients' marketing budgets.

Q What are you hearing from your top customers these days?

A There is still a great deal of uncertainty of how the next few months will pan out. Our clients and their ad agencies are unwilling to commit to significant spend increases, but most expect that there will be some uplift in certain areas such as online display, social media and the performance-related programs, such as lead gen.

We have encountered a fair bit of pressure on all our prices and, of most concern, the request to include many of the new marketing initiatives — integrated solutions including events, webcasts and social media — into lead-gen-based programs. These new initiatives can often be expensive so we have to educate our clients about the value of these marketing approaches and prevent the debasing of these assets and erosion of our profit margins.

There is a general feeling developing that some ad agencies need to "get real" and work more closely with publishers to eradicate these sometimes unrealistic demands.

We believe that as the market picks up we need to be careful that we take only the good business opportunities and do not reduce our reputation and premium supplier position.

Q What, if anything, are you doing in terms of integrating social media into the marketing programs you provide for customers?

A Social media (SM) has been this summer's Next Big Thing. In June and July we embarked on a massive set of presentations to the market, and this developed into several firm proposals.

We have just completed our first SM campaign, which brought in US$100,000 in incremental revenue from IBM. The program consisted of a series of editorial-led polls in Techworld and Computerworld on a range of aspects surrounding virtualization. We then used these responses and our editorial resources to develop a Twitter community (@Think-tech), which attracted over 8,000 poll responses and currently has more then 750 followers.

This was a great success for the client, and all of the hard and soft deliverables were comfortably achieved. A lot of great work was done by our in-house online development team who were able to use the Twitter APIs to make everything work. They have now developed an IDG-owned solution that has been made available for several other European business units to use.

As a slight word of caution, we witnessed an almost hysterical initial interest level, and there has been a little slowness in this being transferred into concrete programs. We are still waiting for the sign-off on a few more proposals and hope that these will come in over the next few weeks. The major lesson we learnt is to be aware of the time frames on the selling cycle for this type of social media solution. In our experience, client marketing managers sometimes take a while to get it and getting buy-in/sign-off can take time.

Q How successful have you been in growing your database of qualified customer names? Can you describe your efforts in this area? How does IDG Connect factor in?

A We grew our B2B permissions database from 60,000 this time last year to over 93,000 currently. The key changes we made to achieve this were to standardize all of our sites' registration processes and

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IDG Netherlands' InfoWorld transitions to Computerworld

IDG Netherlands rebranded InfoWorld.nl as Computerworld.nl on Oct. 20, the final step in a year-long effort to restructure its B2B portfolio to align with IDG's international portfolio. The change involves a new customer management system that will increase interaction between the editorial team and its audience, according to Editor-in-chief **Volkert Deen**, who said the response from readers and advertisers so far has been "very positive."

"We had a big surge of visitors on launch day, almost doubling our regular visitor rate to nearly 4,000 unique visitors," he said. "It's encouraging to see that the new user-comment feature was used right away. As for the design done by Designer **Tim van Amerongen**, readers have been calling it fresh, intuitive and inviting."

Deen also commended the company's development team, which is using the open source (BSD) Zend Framework for IDG Netherlands sites, adopting an agile, object-oriented approach, which enabled the staff to pick from a range of modules already developed for other IDG.nl sites and expand on them.

InfoWorld.nl's audience has been growing steadily, breaking its own records in unique visitors every month since March, with September analytics showing 36,000 unique visitors (up from 26,000 the previous year) and 286,600 pageviews (up from 90,000).

"We feel that the Computerworld name carries more weight among both IT management and commercial partners worldwide, so commercially Computerworld.nl has great potential," Deen said. "The new site will allow a much more granular way to target white papers as content, which has been a proven way to increase downloads. Since the site will allow for an increased level of interaction with the target audience, it opens up new opportunities through emerging channels such as the Amplify program [IDG's new program that offers marketers a way to reach and engage their customer base through social media marketing in partnership with IDG sites] and sponsored webcasts."

Write to vdeen@idg.nl.

Computerworld.nl readers have been quick to use the new user comment feature.

CFOworld.de

continued from page 1

assess their management skills and compare them with peers in the same vertical market or those of similar size. The tests ask questions about accounting standards, technical solutions and leadership issues, according to Huegel. "There are no right or wrong answers to the questions," he said. "Users can take the tests, know their skills and evaluate their degree of financial proficiency against their colleagues'."

The site, which is currently in beta-test mode, also offers non-registered users peer networking opportunities and a database of the 500 biggest German companies, including basic facts about their revenues, profits and managers.

Huegel said the key requirement for CFOworld.de was "the seamless integration of community and social media features into the Web site." IDG Germany used the Drupal content management platform to create site features that users can personalize. Huegel said the CFOworld team found Drupal to be the best platform: "It is open source, flexible, fast and a nice tool to work with," he said.

Site construction began in August after "at least three years" of prodding by IDG Germany President and CEO **York von Heimburg**. "I was initially resistant to the idea," said Editor-in-chief **Horst Ellermann**, "because there was already a strong, well-made competitor in CFO magazine." IDG Germany currently has no other competitors in the local CFO arena.

"We are pretty proud to have created a new site so quickly," Huegel said. "It was only possible because Editor **Sascha Alexander** and Web Developer **Mike Hartmann** worked together so well."

CFOworld will be marketed through e-newsletters to German financial executives, followed up by a telemarketing campaign. It will also be promoted on IDG Germany's Computerwoche and CIO sites. Although still in the early planning stages, Ellerman said there will be print and event components to the site. "We plan to publish a monthly edition of CFOworld in February and hold our first event later in 2010," he said.

Print plays an essential role within the core target group of CFOworld and is still important when establishing a new brand, Huegel said. "We are also planning to launch a monthly print CFO Leadership Brief to the CFOs of the top 500 German companies in December to bring CFOworld to their attention," Huegel said."

Ellermann said CFOworld has had a "great response" from IDG Germany customers. "Oracle is already on board as a sponsor," he said, adding that he expects future customers could include IBM, Intel and Deutsche Bank, all former advertisers in CFO magazine.

For more information, contact Stefan Huegel at shuegel@idgbusiness.de or Horst Ellermann at hellermann@cio.de.

Top tips

IDG Germany Online Director **Stefan Huegel** and CFOWorld.de Editor-in-chief **Horst Ellermann** offered the following tips for anyone launching a new, targeted site:

- Start small.
- Publish on Twitter first; it's a perfect way to warm up. "Publishing on Twitter before we went live with CFOworld.de greatly helped create a footprint within the target audience, as well as generated interest among clients and partners we wanted to be engaged with CFOworld," Huegel said.
- Don't write too much yourself. Find outside partners. "We see CFOworld as a project that will have an evolutionary development," Ellermann said. "We decided to start with a small editorial team and also accept content from consulting firms, analysts and other providers."
- Use a standard content management system (CMS) that is flexible enough to craft the ideas and requirements you want to have on your site without having to reprogram the entire CMS.
- Start shortly after your major competitor folds.

A team approach

OPG Executive Producer **Matt Goebel** said the tight timeline driven by sponsorship deadlines made the Twitter enterprise project very challenging, as the program became a "go" just as OPG began working on a prototype.

Including Goebel, the project involved employees from the Online Publishing Group as well as Computerworld: Senior Online Designer **Zach Sullivan**, Web Development Manager **Monique Caron**, Developer **Emily Borgna**, Developer **Mike Dorrell**; Quality Assurance Associate **Gail Fogel**, Senior Quality Assurance Engineer **Johanna Himes**; Technical Project Manager **Karen Werner**, Director of Development **Tom Kroon**, Ad Operations Specialist **Dan Doherty**, Online Managing Editor (Computerworld) **Sharon Machlis**, Director of Blogs (Computerworld) **Joyce Carpenter**.

Twitter

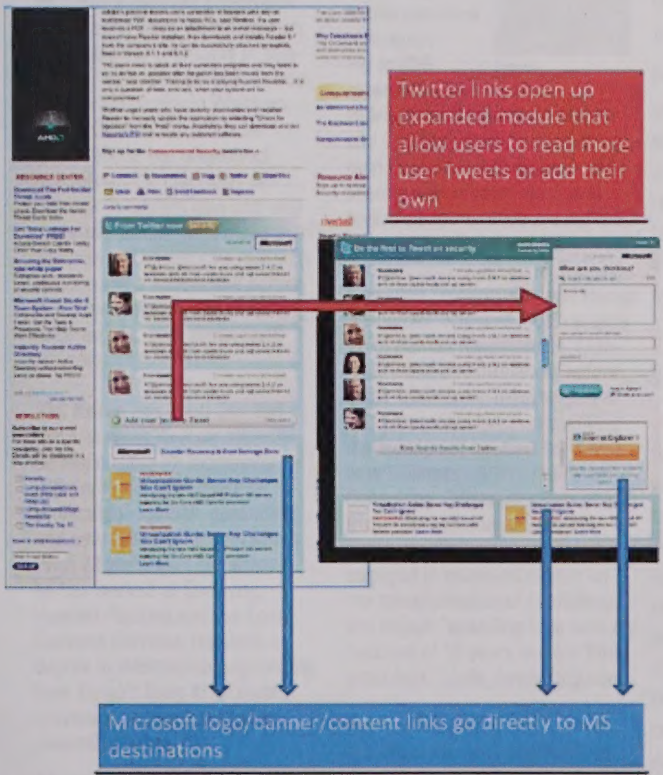
continued from page1

visible as they are posted in real time.

The following outlines an example of how the module works:

- Computerworld.com publishes an article related to Microsoft's new operating system. The CW editor assigns the story several keywords (such as "productivity" or "OS migration"), and the module searches against the first of the assigned keywords.
- The four most recent tweets related to "OS migration" are then displayed on the Twitter module. The bottom of the module displays a small Microsoft banner ad and a link or to related Microsoft content, such as a white paper, product demo or white paper.
- If a reader chooses to view more tweets or post their own tweet, an expanded Twitter hover unit opens up that has a top and bottom slot for Microsoft banners, a login area to post to Twitter and the continued presence of links to Microsoft content.
- Editors can adjust what the module is searching for by tweaking the keyword (although at InfoWorld.com, the search is controlled by the taxonomy of the story).

"Microsoft wanted to tap into the IT conversational mainstream at the fundamental grassroots level," said IDG SMS VP/Program Development **Jeremy Rueb**, who along with SMS Director, Business Development **Melinda Reilly** pitched and sold the concept. The $1.7 million program will run through July.


Twitter links open up expanded module that allow users to read more user Tweets or add their own
Microsoft logo/banner/content links go directly to MS destinations

This ad module prototype shows the expanded Twitter unit and the sponsor areas.

"Microsoft's campaign objective aligned perfectly with our evolving strategy, which combines our strong editorial product with user-generated and vendor content around specific subjects," Rueb added. "Rather than creating something like a microsite that requires lots of traffic driving, this unit brings comments from peers and third-party information to the user where he or she wants it most, where it is convenient to access: around specific articles."

According to Reilly, the RFP that agencies McCann and JWT created with Microsoft was "smart and exceptionally clear," which made developing the program much easier. "All partners in this project were working at optimum levels of creativity and innovation," she said. "It was a perfect scenario for IDG."

Visibility is the goal

Rueb noted that for this program Microsoft's primary consideration was visibility for its message, not lead generation, though "as we gauge user interaction over time, we can consider cost-per-lead or a cost-per-click program model for other clients."

While the Twitter module displaying the related tweets has been available on IDG's enterprise sites for the past several weeks, Microsoft is putting the finishing touches on the content it wants to promote and the "customer landing experience" pages the links will lead to. The complete Twitter module with the sponsorable elements should be visible this week.

So far the project team is pleased with the level of reader interaction with the module. "We weren't sure exactly what level of engagement to expect, but out of the gate we saw users were using the modules more than the "Tweet this story" functionality we have in our article tools," Goebel said. "We also saw that a large portion of the users who expanded the module were also tweeting from it."

"Now that the unit is built, we plan to sell it to other clients for topics that Microsoft has not sponsored," Yorke said. "We believe that this has huge user value, and it's part of IDG's ongoing effort to embrace the social Web and bring it into IDG sites."

Yorke said any IDG global affiliate can adopt this approach and sell to different sponsors locally. OPG can provide the ad unit and the code that pulls in tweets in real time, which local offices can then integrate into their site code.

Write to jeremy_rueb@idg.com and mgoebel@idgenterprise.com.

noteworthy people

New employees

IDG WORLD UPDATE

Collins

PC World/Mac Publishing has hired **Sky Collins** as a user interface designer. Previously a Web designer with CRC Health Group, he holds a B.A. in art from the University of California/Santa Cruz. With a three-month-old son and a four-year-old daughter, his outside interests include "photography and fatherhood." *sky_collins@pcworld.com.*

PETER SHORT

Amaldas

Marshall Amaldas joins **IDC Framingham**'s Storage group as an associate research analyst. He was previously a product manager at uTest, a crowd-sourcing company that provides software application testing using a global community of 19,000-plus professional testers. He holds a bachelor's degree in engineering from Visveswaraiah Technological University in Bangalore, India, and an M.B.A. from Bentley University in Waltham, Mass. Outside the office he enjoys hiking but is involved in a research project that will attempt to explain how and why humans preattentively make trust decisions. "I expect this research to consume a substantial portion of my weekends in the months to come," he said. *jamaldas@idc.com*

IDC Korea has hired **Jun Yol Won** as sales director. He will be responsible for increasing IDC Korea's market share of syndicated research, consulting and new business opportunities. With 23 years of IT experience, he has worked at Samsung, Hewlett-Packard and the Korea Customs Services. He holds a degree in information engineering from Korea's Sung Kyun Kwan University and enjoys cycling. *jywon@idc.com*

Also new at **IDC Korea** in Seoul is Sales Executive **Clare Eom**, charged with developing new and existing client relationships at local financial firms and hardware/software and network accounts. Before joining IDC Korea she worked for nearly three years on GFK Korea's retail service team. She is a graduate of Kyungpook National University and holds a degree in electronic engineerings. In her free time she enjoys swimming, rock climbing and other outdoor activities. *ceom@idc.com*

IDC Malaysia in Kuala Lumpur has hired **Devtar Singh** as an associate market analyst with the Software group. He was previously a technology analyst with Accenture, focusing on the oil/gas and fund management industries. A graduate of Malaysia's Multimedia University, he holds a B.S. in security technologies. Away from his desk he enjoys travel and skateboarding. *dsingh@idc.com*

Returning employees

Lynch

Julie Lynch rejoins IDG as director, IDG Global Knowledge Exchange. In this part-time role reporting to **IDG International Publishing Services** President and CEO **David Hill**, Lynch is responsible for identifying and sharing new product ideas and revenue opportunities around IDG. Lynch originally joined IDG in 1995 and has held positions in Training, Executive Development and Human Resources. She was most recently VP of Human Resources for Computerworld and InfoWorld before those businesses became part of IDG Enterprise. Lynch is spending the balance of her time building a new business called Uncommon Consulting. "Unusually passionate about the evolution of contemporary media," when she is not engaged in animated debate on the transformation of publishing, she enjoys "spending time with my husband of 19 years and our three great kids." *julie_lynch@idg.com.*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

One on one

continued from page 3

to use every customer touch point as an opportunity to gain further information. Earlier this year we handed over our international names from the database to IDG Connect, and these have now been factored into their database. We have developed a good working relationship with the IDG Connect guys — especially **Matt Smith** [VP, IDG Connect EMEA] — and have managed to up sell some of our local campaigns into a regional program that has brought new and incremental revenue to IDG.

Q The U.K. was the first country into which the U.S.-based Tech Network expanded. How is that working?

A IDG Tech Network has just completed its first year of trading. We recruited and now work with more than 30 local sites to supplement the roster of U.S. sites. We sold over $350,000 in network programs this year and expect this to grow significantly next year.

The key lesson we learnt was having a dedicated sales team is important to revenue growth and that it works best to separate this business from our traditional IDG-branded sites. It has not always been straightforward and being a very new type of business there are many differences to the business models we all know well. We have worked very closely with the IDG Tech Network guys in the U.S. to overcome many issues and obstacles and this has been fun, sometimes frustrating and ultimately fruitful.

Peter Longo [CEO IDG Tech Network] and myself hope that everyone who now comes on board will gain from our lessons learnt and we can all seize the opportunity to make this a very significant part of IDG's business for the future. IDG really is uniquely positioned to benefit from this, and we are finding that there are all sorts of other benefits, for example, in market standing and reputation, that can flow back to the business unit.

Q What are the biggest challenges facing IDG in the U.K. market as we head into fiscal 2010?

A Probably the most difficult thing is to know where to focus our limited time, attention and investments. In my time at IDG I have never witnessed so much change in what our customers expect from us, and this creates many, many new opportunities. We have laid down a lot of markers for the future, and I have been constantly impressed by the willingness of all our employees to adapt to these changes and put in such hard work and insight and to embody IDG's "Let's Try It" attitude so that we can execute successfully. I hope that this next financial year will be a great success for IDG U.K., our customers and for all of our excellent and hard-working staff.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Rune Antonsen *IDG Norway*

20
Yoshitomo Fukuda *IDG Japan*

18
Stephen Hendrick *IDC*
Yumiko Oshima *IDG Japan*

17
Maria Lindström *IDG Sweden*
Joachim Hackmann *IDG Germany*
Albert Hysing *IDG Norway*

16
Selinna Chin *IDC Asia/Pacific*

15
Fredrik Bernsel *IDG Sweden*
Eric Sheppard *IDC U.K.*
Sabine Meyer *IDG Germany*

14
Thomas Pedersen *IDG Denmark*
Ricardo Sampaio *IDC Brazil*

13
Slawomir Kosielinski *IDG Poland*
Frank Johnsen *IDG Norway*

12
Juan Perez *IDG News Service*

11
Amy Kelley *IDC*
Carina Nilsson *IDG Sweden*
Franck Nassah *IDC France*
Christian Toepfer *IDG Germany*

10
Maggie Tan *IDC Malaysia*
Geoffrey O'Connor *PC Advisor*
Dominik Olszanka *IDG Poland*
Chris Ingle *IDC U.K.*
Manfred Aumaier *IDG Germany*
Albert Lauchner *IDG Germany*

9
Masato Takeuchi *IDC Japan*
Hans-Christian Kirscherl *IDG Germany*

8
Daphne Tan *IDC Singapore*
Ineke Kievit-van Hese *IDG Netherlands*
Thomas Jank *IDG Germany*
Ruediger Guzikowski *IDG Germany*

7
Eugene Henderson, Jr. *IDC*
Jeanne Capachin *IDC*
Patricia Henderson *IDC*
Ian Lamont *The Industry Standard*

6
Dino Del Vescovo *Nuov@Periodici Italia*
Michael Gerard *IDC*
Jose Pauty *IDG Netherlands*
Christian Loebering *IDG Germany*
Sigrid Falkner *IDG Germany*

5
William Roch *IDC*
Luca Masoni *Nuov@Periodici Italia*
Mark Buckley *IDC U.K.*
Scott Gemmell *IDC U.K.*

4
Gonny Tholen *IDG Netherlands*
David Lee *IDG Switzerland*
Monori Tanji *IDG Japan*

3
Lindsay vanGulden *IDC*
Pamela Heylin *Enterprise Services Group*
M Sukapintha *IDG Netherlands*
Piotr Twardy *IDG Poland*

2
Lai Heong Chia *IDC Malaysia*
Jason Boon *IDC Singapore*
John Cheng *IDC Taiwan*
Marie Petersen *IDG U.K.*
Helle Kaptain *IDG Denmark*
Patricia Gonzalez *IDC Mexico*
Christoph Klapetek *IDG Germany*
Stefan Huegel *IDG Germany*
Patrick Melgarejo *IDC Peru*

1
Hailey Chan *IDC Malaysia*
Mary Turner *IDC*
Rachel Silverman *Computerworld*
Cynthia Hart *IDG World Expo*
Heather Bartron *GamePro*
Agnieszka Chrzanowska *IDG Poland*
Kazuhiko Hayashi *IDC Japan*
Armin Weiler *IDG Germany*
Benjamin Schischka *IDG Germany*
Fletcher Guinness *IDG Australia*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

Coming up

IDC Cloud Computing Forum East
Integrating Software, Server and Storage as a Service into Your Enterprise IT Delivery Model
Nov. 5
New York City
www.idc.com

Information Management for Business Optimization Executive Roundtable
Transforming Data into a Trusted, Strategic Asset via an Information Agenda
An IBM/IDC event
Nov. 10
Atlanta
www.idc.com

IDC Brazil Information Security Seminar
Nov. 10
Rio de Janeiro, Brazil
www.idc.com

IDG Global Media Institute
Nov. 16-20
Cambridge, Mass.
Contact: laurie_butson@idg.com

Green Business Conference
An IDC France event
Nov. 17
Paris
www.idc.com/france/

Unified Communications and Collaboration Conference 2009
An IDC U.K. event
Nov. 19
London
www.idc.com/uk/

IDC Brazil Information Security Seminar
Nov. 24
Recife, Brazil
www.idclatin.com

Business Continuity Management Conference & Expo 2009
An IDG Japan event
Nov. 27
Minato-ku, Tokyo
www.idg.co.jp

SaaS World/Tokyo 2009
An IDG Japan event
Dec. 8-9
Minato-ku, Tokyo
www.idg.co.jp

CIO Perspectives
Local Connections on Global Issues
A CXO Media event
Dec. 9
Los Angeles
www.cio.com

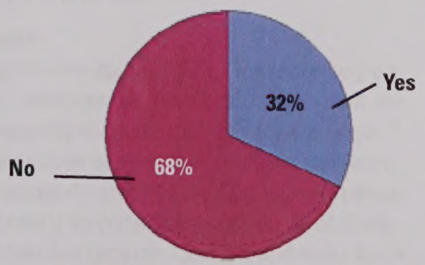
IDG Professional
Internal training program for high-potential and high-performing individual contributors
Jan. 13-14, 2010
Boston
Contact: laurie_butson@idg.com

Macworld 2010
An IDG World Expo event
Feb. 9-13, 2010
San Francisco

More listings in the events section of IDG Central.

Question of the Week results for Oct. 19

Do you use a GPS in your car?



Log on to www.idgcentral.com to vote on this week's question:
Do you primarily use Twitter for business or pleasure?

celebrating 10!

Name
Cort Isernhagen

Home
Singapore

Joined IDG
April 1996

Career path
I am lucky to have experienced many business units at IDG. I first worked for IDG Books as a temp in the international licensing department. Next, I joined IDG Asia working for Hugo Shong representing our Asia publications and events to U.S.-based IT suppliers. I then joined IDC Asia/Pacific in Singapore as marketing manager, worked at IDC's headquarters in Framingham managing IDC's Web sites and online marketing programs, and then joined the team to launch IDC's Insights companies. I now manage IDC's international Insights business units.

Current title
Vice President, Insights, International. I work with our team of industry experts in EMEA and AP ensuring our advisory services and consulting projects are aligned with the needs of IT buyers around the world. I also work with IT suppliers, helping them to understand the unique needs of their customers so they can provide higher levels of service and customer satisfaction.

Best part of your job
Working side-by-side with IDC Insights analysts, who are experts on the industries they cover. I also enjoy working with IDC analyst teams around the world.

Latest accomplishment
I successfully finished my first Pilates exercise class without fainting. Considering my current state of physical fitness, this was a serious accomplishment.

I joined IDG because
I was impressed by our company's network of offices around the world. I remember seeing the IDG Directory for the first time, and thinking, "This is a global company that I want to be a part of!"

What's kept you at IDG for 10 years?
I have never had a dull moment at IDG or IDC. There is always a new product, department or geography to work in. I have also made several friendships here that I am sure will last a lifetime.

One thing you've learned during your tenure
In such an international company, the ability to communicate effectively across different geographies and cultures is critical. I've learned that it is most useful if I can understand someone's motivations, not necessarily the words they are saying. I also often remind myself to listen more and talk less.

*IDC's **Cort Isernhagen** (r) was the guest of IDG Chairman **Pat McGovern** at a dinner celebrating his decade-plus of service to the company.*

Interests outside the office
I'm trying to learn photography, started biking and Pilates classes, and (shamefully) enjoy online gaming.

Family
I have two children with my wife, Erin; a daughter Ellen, 9, and son Cooper, 6.

What is the last good deed you did?
Check out www.kiva.com, a microfinance Web site. I made a loan to a farmer in Tajikistan and a small business owner in Cambodia. Try it — it's easy to do and very rewarding!

First job?
My first real job was as a salesman in a boutique men's clothing store, selling business suits, shirts, ties, etc.

What it taught you?
Two important things. First, being a small business owner is very difficult. Second, sales is a relationship-driven activity. The better I could understand my customers and find something in common to share with them, the easier the sale was to complete.

Favorite celebrity encounter
I once bumped into Art Garfunkel's dog and gave it a pat on the head. Art was following a few meters behind. (If you were born after 1980, you may need to Google "Art Garfunkel" to fully appreciate the magnitude of this encounter.)

Manager's profile
"Cort exemplifies the spirit of IDG. He's extremely entrepreneurial, collaborative, resourceful, and most importantly constantly maintains a "let's try it attitude." As a senior executive operating in multiple countries and regions across AP and EMEA, Cort is in perpetual motion, and needs to consistently call on all of these skills to maintain our growth. Cort is the driving force behind IDC's Insights end-user technology research organization's international expansion."
— Crawford Del Prete, IDC executive VP, Worldwide Research

and finally...

The editors of *IDG World Update* would like to thank the people who assisted with this issue:

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International Data Group is the world's leading technology media, events, and research company. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers. Media brands are in more than 90 countries and include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. The company's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, OpenSource World, E3 Expo, DEMO, Storage Networking World, and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. Additional information is available at http://www.idg.com.

IDG World Update

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WWW.IDGCENTRAL.COM

New service from IDG Germany lets users personalize search

Free for now, service will be transitioned to paid, commercial product

> *"[RelevANTS] analyzes a user's interests in detail and adapts to any change to a user's information scope. This is something that traditional search engines cannot do."*
> *— Stefan Huegel*

German IT managers who feel they're drowning in too much irrelevant tech information can get their heads above water using IDG Germany's relevANTS service, launched Oct. 21.

"RelevANTS is the perfect tool to ease an IT manager's daily routine of having to find bits and pieces of information that are key to doing his job and keeping up to date with the latest developments in the market," said **Stefan Huegel**, IDG Germany online director. "RelevANTS analyzes a user's personal interests and provides him with information that is truly useful to him. This saves time and effort and enables IT managers to focus more on their companies' businesses without missing a beat in the IT world."

According to Huegel, once a relevANTS user fills out a profile listing his or her industry interests and needs, relevANTS deploys a unique semantic algorithm to find stories that any particular user may be interested in. "RelevANTS spiders more than 50 international sources of IT-related information, analyzes their content and matches these against the profiles of relevANTS users," Huegel said. RelevANTS scrutinizes what provided content a user reads and what they rate useful or not, data that is then fed back to the user's profile.

"The user remains within the driver's seat at all times when it comes to influencing his own profile," Heugel said. "He can manually define his interests by entering simple keywords and rating content. RelevANTS never stops adapting to a user's interests and develops along with a user's constantly changing

continued on page 4

IDG Enterprise video format proves popular with sponsors

On-site interviews with event attendees yield content for single-topic videos

COMPUTERWORLD
Source: CW Partner Programs

*IDGE's **Bill Laberis** interviews an attendee at a recent Computerworld event.*

Video is playing an increasingly important role in the dissemination of information on IDG Web sites, and the IDG Enterprise group has developed a simple formula that leverages the strengths of its CIO-level event attendees and has captured the attention of sponsors.

The format is fairly straightforward, explained **Bill Laberis**, custom solutions group editorial director, IDG Enterprise. Prior to the event, his team will identify three to five topics — recent subjects have included business intelligence, virtualization, cloud computing and ROI, for example. The team will set up a makeshift studio at an event, hire a local video crew, and conduct approximately a dozen interviews with attendees. Laberis, who sits off camera, asks each interview subject the same questions on at least two of the topics, ensuring that they will have enough material to put together videos on each of the three to five topics featuring at least three people each. Each video runs five to seven minutes.

Interview candidates are identified and recruited by **Derek Hulitzky**, VP content development, IDG Enterprise Events, and his team. "Once we know the project is a go, we 1) create a schedule of on-site filming session times, 2) take a close look at the registered attendee list, paying particular attention to

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Inside this issue

International news, analysis and business focus distinguish CIO Peru *page 2*

U.S. enterprise titles adopt marketplace ad section for niche vendors *page 2*

One on one: IDG Knowledge Exchange Director Julie Lynch *page 3*

CW Schweiz teams up with Canon to add personal touch *page 4*

Unsung hero: IDG Switzerland's Hansjörg Honegger *page 8*

in brief

International news, analysis and business focus distinguish CIO Peru

Launched on May 27, CIO Peru has steadily gained readers and advertisers as it maintains its niche as the country's primary online source of international tech news, analysis and IT business management articles for CIOs and other C-level executives.

"From the beginning, we wanted to become the site CIOs go to each morning to learn about the most recent global tech news," said **Franca Cavassa**, general manager of Saya Comunicaciones and director of CIO Peru. Earlier in her career, before she established a license agreement with IDG, Cavassa was editor-in-chief of PC World Peru, a category-leading magazine still published by Empresa Editora El Comercio, another licensee.

The publisher of CIO Peru has partnered with the country's largest community of technology users to produce a series of events.

In addition to four or five international stories per week, www.cio.pe includes a similar number of local reports on the Peruvian tech market, the headlines of which are clearly identified with a Peruvian flag. Content also includes tips on managing careers and business decision making, and a selection of international and local news that is updated daily.

Cavassa said there are competitors that consider themselves tech sites, but they have little or no analysis. Many of these sites also have sections devoted to consumer electronics, and none include business-related articles.

During the period late May to late October, the site has attracted some 16,000 unique visitors and more than 70,000 page views. CIO Peru has a Facebook fan page and news postings on Twitter (http://twitter.com/CIOPERU).

More than 4,200 readers received a weekly e-newsletter, which IBM will sponsor in November. CIO Peru has an alliance with the country's biggest community of technology users, Common Peru, which has co-sponsored several events that helped promoted the CIO brand locally.

The most recent paid-admission event, CIO-Common Seminar on Sept. 15, drew 90 CIOs and six sponsors (IBM, HP, Telefonica, Global Crossing, EMC and Cisco). Academic experts specializing in infrastructure and services for the data center presented their visions of the future of the data center. Attendees had a chance to ask questions, and a panel of four CIOs gave their thoughts on the topic and outlined their own experiences.

Photos, videos and text from the seminar have been posted on CIO Peru for on-demand viewing at no cost following a registration page.

The CIO Peru team includes Senior Editor **José Antonio Trujillo** in Lima and two freelancers based in Mexico and Switzerland who handle translation.

Write to Franca Cavassa at fcavassa@cioperu.pe.

U.S. enterprise titles adopt lower cost ad section for niche vendors

IDG Enterprise has paved the way to expand Network World's successful Marketplace section to the rest of IDG's enterprise print publications, opening up an additional revenue stream that enables niche and product-specific vendors to affordably showcase their products to more volume buyers.

Marketplace is a back-of-the-book placement and ads can run in full-, half-, quarter- or eighth-of-a-page formats. Network World's Marketplace launched in 1986, and Regional Account Manager **Enku Gubaie** has been selling the section since 1997.

"Now that CIO, CSO, Computerworld and Network World are aligned under the IDG Enterprise, we've looked to share best practices across the brands," said CIO VP/Sales **Adam Dennison**. "We saw that Network World was driving revenue through this offering to vendors who would not otherwise be able to advertise in our enterprise brands and decided the time was right to create that opportunity across all our print publications. Having Enku in place and already focused on this part of the business made it easy to just expand her role."

In recent years, Computerworld used an agency to place ads in a Marketplace-style section occasionally. Under the new arrangement, which creates efficiency and maximizes a broader value to all Marketplace advertisers, noted SVP/Group Publisher **Bob Melk**, CW's section will appear more frequently.

Gubaie identifies potential advertisers from the prospect list she has developed over the years and also checks for editorial mentions in the magazines, visits exhibitors at trade shows and handles direct requests. "Given that I have long-term relationships with many prospects, we're in a good position to win a sale over the competition," she said.

CIO and CSO will introduce Marketplace sections in their December issues, and two clients recently signed on to run across multiple enterprise magazines.

Write to egubaie@idgenterprise.com.

New on IDG Central

Bob Carrigan video: Key business priorities for 2010

IDG Communications CEO **Bob Carrigan** has been meeting with colleagues across the U.S. to explain key areas of focus for 2010. Media and event brands combined with the IDG TechNetwork, lead generation, marketing/media services and social media offerings combine to make IDG a category leader. In this 40-minute video, Carrigan explains category leadership and its importance to IDG's future.

If you need a logon for IDG Central, use the link at www.idgcentral.com to request one.

See what's new on IDG Knowledge Hub

IDG Knowledge Hub (www.idgknowledgehub.com) is a resource for marketers to learn about IDG initiatives such as IDG Market Fusion, the IDG Tech Network and IDG Connect. The site's content includes research about and for tech buyers and sellers; tech trends gleaned from IDG news stories, IDC reports and trade associations; and blogs and videos on lead generation, behavioral targeting and more.

one on one

Julie Lynch
The director of the IDG Knowledge Exchange is this week's columnist. Reach her at julie_lynch@idg.com.

"Along the lines of IDG's Global Product Line meetings, my job is to cross-pollinate our businesses with great ideas. The difference is that it's on a 24/7 basis and it's accessible to all IDG employees rather than just annually to the relative few who were able to attend the live meetings in the past."

Q What's the mission of your new role at IDG?

A My mission is to foster revenue growth, expense savings and innovation by showcasing the new product ideas and revenue opportunities being developed around the IDG world. Along the lines of IDG's Global Product Line meetings, my job is to cross-pollinate our businesses with great ideas. The difference is that it's on a 24/7 basis and it's accessible to all IDG employees rather than just annually to the relative few who were able to attend the live meetings in the past.

Many IDGers have come to know that I am unusually enthusiastic about the evolution of contemporary media and that this job couldn't be a better fit. I joined IDG in 1995 to run IDG's Training and Development Department, became director of HRSD in 2000 and most recently served as VP, Human Resources for Computerworld and InfoWorld before those businesses came together under IDG Enterprise. This new role as director, IDG Global Knowledge Exchange, is a part-time position reporting to David Hill, CEO of IDG International Publishing Services, where I can work closely with the great team responsible for other IDG knowledge sharing like the World Update, IDG Central, IDG Licensing and more.

Q How do you go about this?

A Creatively! We have incredible talent at every level in every business unit and it's a matter of finding and speaking to all those people about what they're up to. I use a combination of methods to collect the information including online surveys, e-mail inquiries, phone calls and, in some cases, showing up on people's doorstep (only at work, not at home... yet). Everyone has responded positively and has been more than happy to provide information about the cool things they're doing. The problem is that there is never enough time. So I try to make it as easy as possible for people to give me what we need and, as much as possible, give them resources in return that can help with their day-to-day challenges.

Q What are product briefs?

A Product briefs are just that — a quick brief on a new product, service or practice that is currently generating revenue in a business unit. Each brief documents the concept, business model, market strategy, technology used, and resources needed to implement the product or practice. If someone is interested in implementing the idea and needs more information they can contact me and I will either be able to collect the information they need or get them in touch with the right person in the original business unit.

Q How do you share the information you uncover?

A Again, since time is so tight, we try to reach people where they are with the information we know they need. To reach the most people, I work closely with Patricia Smith and Penny Winn of the World Update/IDG Central and with Laurie Butson of IDG Training and Development to coordinate the collection, posting and distribution of the ideas we uncover. IDG Central is serving as a home base with new knowledge centers being developed by topic, the Best Practices Exchange is being overhauled to include the product briefs, and additional features are being added throughout the site. Laurie coordinates training sessions and webinars to complement the resources and bring the information to life.

To stay updated on new opportunities, country managers, business unit leaders and management teams are subscribed to a monthly "New Product/New Revenue newsletter, which we'll be making available to all IDG employees soon (watch for the invitation in your mailbox!) Finally, we call it "white glove" service when we're able to make a direct match. For instance, IDG Australia was considering an awards program to recognize technology leaders who have made significant contributions to society. We were able to make the introduction to the director of Computerworld Honors, which allows faster time to market.

Q What are the IDG Knowledge Centers?

A We're excited about the potential of our new IDG Knowledge Centers. The ultimate goal is to combine dynamic content with interactive functionality to give IDG employees a rich resource at their fingertips — by topic. Each Knowledge Center will identify our resident IDG experts in that topic, editor's picks in terms of IDG news or external resources, related webinars, product briefs and more.

Q Have there been any success stories yet?

A Yes! As part of this new role, I'm involved with the World Wide Technology Council, which is a growing community of IDG technologists dedicated to innovation and sharing across IDG. Through that program we've had several business units able to take advantage of already-existing code for their own sites. We've had another business unit share program files to allow a sister company to localize the information for use in its own country. Another example started with a product brief — where IDG Sweden was inter-

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CW Schweiz teams up with Canon to add personal touch

Computerworl
VIP-Leserpa
IDG
So ist der
KUNDE KÖN
VERTRÄGE NEU VERHANDELN
IT-PROJEKT FIRMENFUSION

Computerworld Schweiz subscribers got a surprise earlier this month when they received personalized editions of their favorite IT publication. The company is considering using the technology for future direct-marketing

Computerworld Schweiz's approximately 8,000 readers may have felt a bit closer to their favorite IT publication last month when they found their own names integrated into the cover design. The personalized issues, the result of a one-time (for now) partnership with Canon, served several purposes, noted CW Editor-in-chief **Hansjörg Honegger**.

"It was a nice surprise for our readers — we are the first IT publication in our market to experiment with this technology. It was also an excellent way to demonstrate to our customers that we are open to being creative and flexible in working with them," he said.

Honegger said that the company has in the past created special sponsored issues of Computerworld for customers including SAP, IBM and Hewlett-Packard. "What we hope to demonstrate now is our willingness to use creative tools for effective and personalized customer solutions within the print business and additional possibilities for a direct-sales approach," Honegger said. "At the end of the day, it is a marketing instrument for both readers and customers."

In terms of logistics, the project was not without its challenges. "The technical workflow was fairly complicated," Honegger noted. "We had 12 people in the room for our first meeting about this project." It is also critical to have an accurate database of names, he said. The subscribers' names are actually printed on a special four-page cover that surrounds the regular issue. The four-page form was delivered to Canon one week prior to the publication date so that it could add the subscribers' name to the front. Canon then forwarded the cover wrap to Computerworld Schweiz's regular printer, which was responsible for binding the special cover to the regular issue. Subscribers received the issue at the normal time.

The only additional cost for this project, Honegger noted, was for the freelance layout artist who helped design the cover. All other costs were picked up by Canon.

Honegger also said they included several articles in the issue related to the project. One, written by Honegger, explained the project, the technical challenges and so on. Canon also produced a short video about the project that was posted to Computerworld's homepage.

Write to hansjoerg.honegger@idg.ch.

RelevANTS

continued from page 1

profile." Story ratings occur when a user either reads or ignores an article relevANTS selected. Users can also rate stories as Important or Unimportant by clicking respective buttons attached to a story.

To date more than 1,000 people have signed up for the service, exceeding IDG Germany's expectations, Huegel said. "We plan to have registered 5,000 people by February," he said.

RelevANTS pulls German- and English-language information not only from IDG Germany's sites but its competitors' as well. "In a Web 2.0 world we believe in mass collaboration and sharing of wikinomics," Huegel said. "Our role as publishers is to provide our users with information that goes beyond the borders of our own editorial. This is why relevANTS crawls over 50 international sources of IT relevant information." Among those sources are CNET, TechCrunch and the German tech publisher Heise, as well as such sites as CIO, Computerworld and PC World, both in Germany and the U.S.

The relevANTS service is currently free and users need only supply their name and e-mail address along with their profile data of industry interests. IDG Germany plans to make the service fee-based once it has 5,000 users. The company is looking into establishing the service as a research tool for PR and marketing agencies as well as incorporating it into the premium sections of some of its editorial platforms. Although relevANTS is currently focused only on IT, "the service is scalable and can be extended to any kind of topic — sports, arts, finance, automotive, you name it," Huegel said.

As for monetizing relevANTS, Huegel said that ads, white papers and events are "just other types of content that relevANTS can match against users' profiles. We are looking into selling semantically targeted ads and lead-gen opportunities. But, above all, relevANTS will be a paid, commercial service."

RelevANTS was the brainchild of **Michael Beilfuss**, managing director of IDG Germany's Business Media division, who developed the service with Huegel, IDG Germany Developer **Sabine Anegg** and a partner company that supplied the service's basic technology.

Asked why someone would sign up with relevANTS instead of using Google or any other large search engine, Huegel said that the service is a personal, "almost intimate" tool. "It analyzes a user's interests in detail and adapts to any change to a user's information scope. This is something that traditional search engines cannot do. Google, et al. are mere research tools, but they cannot analyze meaning and relevance of the search results."

Write to shuegel@idgbusiness.de.

What's in a name?

IDG Germany Online Director **Stefan Huegel** says that there is a good reason relevANTS is spelled with interior capitalization. "The service itself is so intimate that we felt we needed to give it an animated, vivid character. That's why we named it relevANTS — a blend of 'relevance' and 'ants' — and gave it an ant mascot. Ants are busy and useful insects, and relevANTS are very likely to be just as useful."

Shareable tech

IDG Germany Online Director **Stefan Huegel** said the relevANTS technology can easily be shared with other IDG business units so they can use it for their own audiences. "The relevANTS model is fully flexible," he said. "It can handle any type of Western language as well as any kind of topic."

Coming up

IDC Cloud Computing Forum East
Integrating Software, Server and Storage as a Service into Your Enterprise IT Delivery Model
Nov. 5
New York City
www.idc.com

Information Management for Business Optimization Executive Roundtable: Transforming Data into a Trusted, Strategic Asset via an Information Agenda
An IBM/IDC event
Nov. 10
JW Buckhead Atlanta Hotel
Atlanta
www.idc.com

IDC Brazil Information Security Seminar
Nov. 10
Rio de Janeiro, Brazil
www.idc.com

IDG Global Media Institute
Nov. 16-20
The Charles Hotel
Cambridge, Mass.
Contact: laurie_butson@idg.com

Green Business Conference
An IDC France event
Nov. 17
Paris
www.idc.com

Unified Communications and Collaboration Conference 2009
An IDC U.K. event
Nov. 19
London
www.idc.com

Business Continuity Management Conference & Expo 2009
An IDG Japan event
Nov. 27
Tokyo Midtown Hall
Minato-ku, Tokyo
www.idg.co.jp/expo/bcm/2009/

IDC Brazil Information Security Seminar
Nov. 24
Recife, Brazil
www.idc.com

Sponsored video

continued from page 1

senior-most titles, household-name companies, and those individuals who are presenting at the event, and 3) identify a target list of video candidates and begin approaching them individually," explained Hulitzky. "Like any recruitment effort, the key is approaching a well-defined target list.

"Once we start the outreach, we get a variety of positive reactions," Hulitzky said. "Many are flattered to be invited, while some others politely decline often citing company communication policies that prevent their participation. We've found that we can quickly recruit a great cast of willing participants that — once interviewed and filmed by Bill Laberis and his team on-site — give our multimedia team a great package of footage that forms the basis of a compelling video."

> *"We only tape now if we have a sponsor. This not only ensures that we cover our costs and then some, but we also allow the sponsor to have some input into the general direction of the questions."*
>
> *— Bill Laberis*

Typically, a member of the Online Publishing Group's multimedia team will be on-site to produce and direct the freelance video crew. The multimedia group also does all the editing and delivery of the final video files.

Key to the success of this effort, Laberis said, is identifying a sponsor for the videos prior to the event. "When we started doing these a couple of years ago, we conducted the interviews and created the videos first, then went looking for a sponsor. That proved a difficult sell," he said. So, they decided to approach potential sponsors first. "We only tape now if we have a sponsor," Laberis said. "This not only ensures that we cover our costs and then some, but we also allow the sponsor to have some input into the general direction of the questions." Laberis said they insist that the questions be kept generic and non-vendor or product specific. "More often than not, we offer them our suggested questions first, and that is usually a 90% solution," he said

Sponsors are also offered the opportunity to provide b-roll for the front and back end of the video, or an executive from the sponsoring company can be interviewed at the event and that can be used in the place of b-roll footage.

"We have enjoyed good success in the last 18 months selling these programs," Laberis said. "Sponsors appreciate being brought in right at the beginning — even if they often don't make many changes to our proposed interview questions—and they get videos with real CIOs talking about real challenges and issues in a very candid manner, so the appeal to their own site visitors can be very high."

Completed videos are posted to the various IDG Enterprise sites and the sponsor also receives copies for its Web site.

"Our audiences make great candidates for these videos because especially these days, if they make it to an event, they are motivated and involved, given overall restrictions on travel. They have fresh ideas in mind from talking to colleagues and listening to presentations. So they are really primed and pumped to talk," Laberis said.

To date, videos have been taped at Premier 100, Storage Networking World, BI Perspectives and Computerworld Honors events.

For more information, contact Bill Laberis at blaberis@idgenterprise.com.

Although most people will access IDG Enterprise's videos via some sort of link such as in an e-mail newsletter, they are accessible directly on Computerworld's site. Click on the video link, then Briefing Room to view any of the videos. Or click on these links to see some samples:

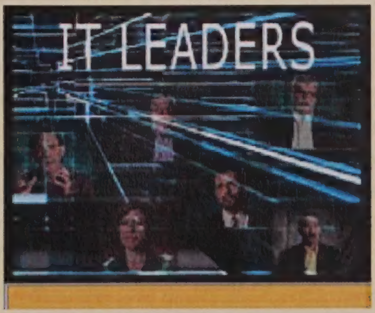
Virtualization:
http://computerworld.com.edgesuite.net/webcasts/p100_2009/1/

Transformational IT:
http://computerworld.com.edgesuite.net/webcasts/p100_2009/2/

Real-time-data:
http://computerworld.com.edgesuite.net/webcasts/p100_2009/3/

IT performance:
http://computerworld.com.edgesuite.net/webcasts/p100_2009/4/

BizAlignment:
http://computerworld.com.edgesuite.net/webcasts/p100_2009/5/



noteworthy people

New employees

Kabrud

IDC has hired **Jon Kabrud** as a senior account executive based in Chicago. He previously worked for e-Rewards Market Research, Inc. as manager of market research sales. A graduate of Indiana University in Bloomington, Ind., he holds a B.S. in management. In his free time he enjoys fly fishing and golf. *jkabrud@idc.com*

Regional Account Executive **Alvin Hosanna** comes **IDC Asia/Pacific**'s Singapore office, where he will be working in the Enterprise Sales Group. He has more than seven years of experience in sales management and consulting in a variety of industries, including the banking, IT and automotive sectors. He graduated from Marietta (Ohio) College with a degree in marketing and management and enjoys playing tennis and swimming. *ahosanna@idc.com*

Also new at **IDC Asia/Pacific**'s Singapore office is **Yvonne Chiang**, market analyst, Personal Systems. Prior to joining IDC, she worked in the retail and research industries, including stints at GFK and Estee Lauder where she conducted market research and client and project management. She earned a B.S. in management at the University of London and likes to read and jog. *ychiang@idc.com*

IDC Vietnam has hired **Tu Dang** as an associate market analyst with its Peripherals group. She was previously a marketing and admissions consultant in international education. She holds a degree in external trade from Vietnam's Foreign Trade University; she is currently studying for a second degree in Chinese language and literature. She enjoys traveling and reading in her free time. *tdang@idc.com*

Janet Chiew comes to **IDC Asia/Pacific**'s Singapore office as research manager with the Government Insights division. She will be responsible for public sector research specific to governmental IT investments. Before joining IDC she was senior manager with Singapore's Infocomm Development Authority; she has also worked in Singapore's education sector. She holds an M.S. in electrical and electronic engineering from the University of London's Imperial College. Away from the office she enjoys rollerblading, jogging and musicals. *jchiew@idc.com*

Anderson

Matt Anderson is **IDG Tech Network**'s new designer. He was previously art director with Inform, which uses artificial intelligence and natural language processing to help add content and context to media property sites. Matt holds a B.F.A. is computer art from the School of Visual Arts in New York. A snowboarder, he also plays guitar for a band called The Engravers that will soon release its first album (www.engravers-music.com). *matt_anderson@idgtechnet.com*

Matyus

Previously a senior administrative assistant at London's Chesterhill College, **Martina Matyus** joins **IDG U.K.** as a database assistant. She holds a professional postgraduate diploma in marketing from the U.K's Chartered Institute of Marketing. In her free time she enjoys swimming and travel and tries to visit a new country every couple of years. "I'm a big animal lover; in my native Hungary I used to have a dog and a cat. Now, I just feed the neighbors' cats." *martina_matyus@idg.co.uk*

IDG U.K. has hired **Steve Marshall** as sales manager for Techworld.com and ComputerworldUK.com. He was previously commercial director at ChannelFlip and advertising manager with Dennis Publishing. He holds a B.S. in geography from Leicester (U.K.) University and enjoys travel and the gym and is about to begin sailing lessons. *steve_marshall@idg.co.uk*

Also new at **IDG U.K.** is Junior Web Developer **James Hull**, who will assist the online team in developing IDG U.K.'s sites. He was previously a Web site developer with Our Price Records. He holds a B.S. in computer game development from the University of East London and a post-graduate certificate in computer science and artificial intelligence from the University of Essex. In his free time he enjoys movies, bowling, Formula 1 and is currently studying Japanese. *james_hull@idg.co.uk*

IDG WORLD UPDATE
Hopkins

PC World has hired **Jim Hopkins** as marketing manager. He was previously marketing specialist with the Bay Area News Group. A graduate of Brigham Young University in Provo, Utah, he holds a B.A. in advertising and marketing. He enjoys sports, music and spending time with his wife and their five-month-old twins. *jim_hopkins@pcworld.com*

New at **IDC Malaysia** is Associate Market Analyst, Computing Systems **Juan Jin Ng**. He was previously a risk management executive with the AmBank Group and earned a degree in economics and social sciences from the U.K.'s University of Manchester. In his free time he likes to travel, play competitive badminton and write. *jjng@idc.com*

Transfers

New at **IDC Asia/Pacific**'s Singapore office is **Praveen Sengar** who will be research manager for Asia/Pacific Enterprise Applications, Domain Research Group. He was previously head of Consulting, Enterprise Computer and Vertical Research at IDC India and also led IDC India's research into emerging technology markets such as cloud computing, service-oriented architecture and managed services. A graduate of the University of Delhi (India) School of Economics, he holds an M.A. in international business, specializing in international marketing, as well as a B.S. in pharmaceutical sciences from Dr. Hari Singh Gaur University in Sagar, India. In his free time he enjoys reading, playing cricket and travel. *psengar@idc.com*

Send information for the Noteworthy section to world_update@idg.com.

One on one

continued from page 3

ested in adopting the Executive Guides developed by IDG Enterprise in the U.S. We were able to collect and share examples, marketing materials and the business model in order for IDG Sweden to implement the product quickly.

Q How can business units get involved?

A To learn more about the Global Knowledge Exchange or to provide suggestions, contact me at julie_lynch@idg.com. To become a member of the WWTC visit: http://tech.idgenterprise.com/scio/login. To subscribe to the "New Products/New Revenue-newsletter, watch your mailbox for the invitation coming soon (or e-mail me directly). Most important: Offer up your good ideas and let me know what kinds of information you are looking for. WU

Suggestions for columnists and questions for this feature may be sent to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Jayne Enos *IDG*

19
Cornelia Kraemer *IDG Germany*

18
Hugo Shong *IDG Asia*
Jolanta Szot *IDG Poland*
Corinne Huron *ITNews Info*

16
Richard Heiman *IDC*

15
Gabriele Ehlers *IDG Germany*

13
Patrick Thibodeau *Computerworld*
Mario Morales *IDC*
Annemarie Lootsma *IDG Netherlands*
Magnus Höij *IDG Sweden*

11
Amanda Conroy *IDG Australia*

10
Annelise Fortier *IDG Communications*
Martyn Williams *IDG News Service*

9
Mary Jane Donnelly *IDC*
Danilo Loda *Nuov@ Periodici Italia*
Mats Brandon *IDG Sweden*
Alexander Beck *IDG Germany*

8
In Hyung Baik *IDC Korea*

6
Janet Ward *IDG*
Patrick Burke *IDG*
Laura Brisbee *IDC*
Gary Clarke *IDC Australia*

5
Renata Bevilacqua *IDC Brazil*
rida Xheneti *IDC*
Elisabete Ribeiro *Now! Digital Business*

4
Karin Lindström *IDG Sweden*
Mirja Wagner *IDG Germany*
Hendrik Weins *IDG Germany*

3
Susan Hupp *CXO Media*
Deborah Begreen *CXO Media*
Nanette Funsch *IDG World Expo*
Suzanne Levecque *IDG World Expo*
Mariella Ley *IDG World Expo*
Maureen McNeil *IDG World Expo*
Melissa Messier *IDG World Expo*
Linsy Reese *IDG World Expo*
Alida Roberts *IDG World Expo*
Randi Nystrøm *IDG Norway*
Anthony Bebee *IDC*
Ortler Werner *IDG Switzerland*
Aromi Rajon *ITNews Info*

2
Lidice Fernandez *IDC*
Chris Morris *IDC Australia*
Kenneth Liew *IDC Singapore*
Üveges Szabolcs *IDC Hungary*

1
Jessica Koch *Network World*
Mario Mercado *IDC Mexico*
Craig Wilga *IDC*
Harlan Sur *IDC*
Li Shian Chang *IDC Malaysia*
Adam Lee *IDC Malaysia*
Mark Lee *IDC Singapore*
Woraphong Lerdchaisakda *IDC Thailand*
Krystian Grzenkowicz *IDG Poland*
Kitty Kovacs *IDC U.K.*
Jennifer Kavur *ITWorld Canada*
Estelle Chapin *IDC France*
Marion Lapeyroux *IDC France*
Cyril Meunier *IDC France*
Thomas Friedl *IDG Germany*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

Vacation departure leaves employee with unexpected paper trail

IDG WORLD UPDATE

PC World/Mac Publishing's Director of Advertising Account Services ***Kevin Greene*** *is notorious for lobbing balled-up paper into unsuspecting colleagues' cubicles. His recent week of vacation gave his manager, Director, Financial Ad Operations* ***Diane Hacker****, as well as everyone in the San Francisco office who has ever had a paper ball suddenly land in their cube, a chance at redemption (not to mention an opportunity to get rid of some back issues, which were conveniently stored nearby).*

Passes to Boston museums

As a corporate sponsor of the Boston Children's Museum and the New England Aquarium, IDG has a limited number of passes available -- a maximum of four per employee — to local employees or those visiting the Boston area. Send requests to world_update@idg.com.

See the Local News Framingham/Boston section on IDG Central for updates on museum pass availability.

Classified ads on IDG Central

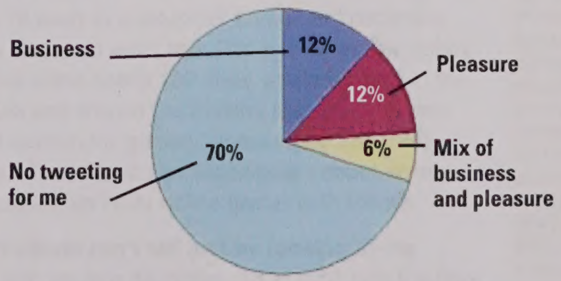
Employees worldwide can post their own For Sale, For Rent, Wanted, Services and Ride Share noticed in the Classified Ads section of IDG Central.

Current listings include vacation rentals, cars for sale, Framiingham, Mass.-area ride shares and student exchange opportunities.

Go to www.idgcentral.com and click on the Classified Ads link in the People tab.

Question of the Week results for Oct. 26

Do you primarily use Twitter for business or pleasure?



Log on to www.idgcentral.com to vote on this week's question:
How do you use LinkedIn?

profile

unsung hero

Hansjörg Honegger, editor-in-chief of IDG Switzerland's editorial products, is "doing a fantastic job," said Country Manager Michael Hermann. PCtipp has the most readers ever since it became a stand-alone title in 1996, its Computerworld magazine has an increasing number of subscribers for the first time in years, and the company's Web sites are traffic-leaders in their sectors.

Name
Hansjörg Honegger

Home
Oberrieden, a very small village near Zürich.

Tenure
I joined IDG in March 2000.

Current title
Editor-in-chief, PCtipp and Computerworld Schweiz. I started as managing editor at PCtipp, and after two years I became deputy editor-in-chief. In 2007 I became editor-in-chief of PCtipp and in 2008 was also made editor-in-chief of Computerworld Schweiz.

Primary job responsibilities
As editor-in-chief I lead the whole editorial staff at IDG Switzerland, both print and online.

Three things I do in a day's work
I read a lot, including every article in PCtipp and Computerworld. I discuss ideas, storylines and the composition and language of the articles with my staff. I spend a lot of my time visiting customers or potential customers to explain concept, readership and vision of our products.

What I love most about my job
IDG Switzerland is a very small company. Our decision-making process is very short. I can be creative and develop new ideas with my colleagues, and I have the chance to see a lot of our ideas realized. And, of course, I love working with my intelligent, competent and humorous colleagues.

Latest accomplishment
Recently we created a new cover design for PCtipp, a new category "Onlineshops" for PCtipp online and made some changes to the print Computerworld Schweiz.

Career highlight
Becoming editor-in-chief of PCtipp. PCtipp is a phenomenon in Switzerland: 14% of all Swiss-German men are PCtipp readers. We have 321,000 readers (from a base of 4.5 million potential readers). PCtipp has a huge online community. It was — and is — a great honor for me to have this job. Another highlight for me was the redesign of Computerworld Schweiz a year ago. I'd had a hard time with a lot of changes in our editorial staff, but the redesign was successful and our number of readers is growing. For the first time in many years, Computerworld Schweiz is making a profit. However, without my colleagues and key accounts this would have been impossible. So it is the achievement of the whole team!

"I think this picture shows both sides of my personality: the businessman in a suit at work and the gardener and former firefighter with the axe," said IDG Switzerland Editor-in-chief ***Hansjörg Honegger****. "Sometimes, though, I need the axe as a businessman."*

What I'm doing to be a better employee
I try to be my hardest critic. I try to listen to my colleagues, even when we disagree. And every day I learn from my biggest competitors.

Interests outside the office
After 18 years as a volunteer firefighter I became a scuba diver two years ago. This is an awesome hobby, and I've made nearly 100 dives, predominantly in the Red Sea and around the Maldive Islands. In my free time I work in my garden, where I have also three sheep. I like to read specialized books about history, and sometimes I play online games with friends.

What others can't tell just by looking at me
I live with my two daughters, 18 and 20, and the boyfriend of the eldest. Sometimes it's really funny, and sometimes it's really stressful, but it's never boring.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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Julie Lynch *IDG*

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International Data Group is the world's leading technology media, events, and research company. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers. Media brands are in more than 90 countries and include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. The company's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, OpenSource World, E3 Expo, DEMO, Storage Networking World, and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. Additional information is available at http://www.idg.com.

IDG WorldUpdate

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WWW.IDGCENTRAL.COM

IDG Sweden invests in new platform for job recruitment site

Adicio tools help companies manage ads, quantify ROI

While CSjobb currently targets IT-related jobs, IDG Sweden plans to expand its offerings to biotech, engineering and sustainability and cross-promote the site in its publications devoted to those markets.

IDG Sweden's job recruitment site, built on "old homemade code," was recently given a complete overhaul, starting with a move to a state-of-the-art platform from Adicio, a U.S provider of interactive classified advertising software. The refurbished CSjobb (www.csjobb.idg.se) has been well received by job seekers and advertisers alike.

Computer Sweden has had a job recruitment site since the late 1990s. In 2001 it launched Job Universe, which was built in-house on a Notes platform, renamed CSjobb and updated incrementally over the years. "The job site is highly lucrative — it accounts for 31% of Computer Sweden's total online revenue — but we really needed a modern platform in order to please both recruiters and job seekers," said **Lottis Bergson**, IDG Sweden B2B online manager. "The new platform lets us create expanded sales opportunities and improves the functionality for everyone using the site."

JOEL ÅSBLOM

*Back row (l-r): **Ola Ljungstedt**, development and design; **Henrik Sorin**, webmaster and editor. Front row: **Johanna Billenman**, head of development; **Lottis Bergson**, B2B online manager.*

When an employer or job seeker posts an ad on the new CSjobb they are given several alternatives

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IDC to unveil ICT Sustainability Index results next month

Press event in Denmark will coincide with UN Climate Change Conference

IDC will have a stake in the high-visibility discussions about global climate change next month in Copenhagen. The United Nations Climate Change Conference will be held there Dec. 7-18, and IDC has planned a press conference in Copenhagen on Dec. 10 to announce the results of its first ICT Sustainability Index™, which scores a country's ability to use information and communications technologies (ICT) to effectively reduce its carbon emissions.

"There have been many attempts to set goals and targets for nations to reduce their CO_2 and greenhouse gas emissions," said **Vernon Turner**, senior vice president of IDC's Enterprise Infrastructure, Consumer and Telecom Research, who directs IDC's Green Initiative. "The United Nations has led the way by highlighting the need to reduce emissions within specific time periods. However, IDC believes that countries need help to better understand where they should invest in ICT in order to meet any internal or international targets. The ICT Sustainability Index will help countries to prioritize ICT investments in major sectors, such as manufacturing, transport, and housing, as part of their overall climate change strategy."

The logo for the press conference reflects the waterside location of the venue, the new Royal Danish Playhouse.

The index focuses on the 19 countries within the Group of 20 (G-20) nations (the European Union is excluded). "The G-20 is a good place to start since its combined GDP, energy profile, and ICT spending power account for almost 75% of the world's wealth and energy creation and consumption," said **Roberta Bigliani**, EMEA research manager, IDC Energy Insights, who played a key role in developing the methodology.

The index uses a variety of inputs to determine a country's ability to use ICT to reduce its carbon emissions. In addition to population and GDP data, the

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Now available to the public, benchmarking software test suite bolsters PCW brand *page 2*

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IDG TechNetwork inks deal with BuzzLogic to represent sites *page 4*

IDC Manufacturing Insights employee guides team to Oracle ThinkQuest competition *page 6*

IDG Australia takes a break for Melbourne Cup race *page 7*

Unsung hero: IDG World Expo Registration and Housing Manager Stephen Galeotalanza *page 8*

Benchmarking software test suite bolsters PCW brand

Latest version of WorldBench now available for public purchase

WorldBench, PC World's benchmarking software test suite, assesses the system performance of laptop and desktop PCs. Developed and refined by the PC World Labs over the last decade, it is currently used not only to help the PC World editorial team rate and rank systems but also by a significant number of Fortune 500 companies, large government agencies and international media outlets that have approached PC World about using it in the past. Because of the demand for the tool, PC World Test Lab Director **Jeff Kuta**, Manager, Benchmark Development **James Motch** and their development team saw a broader market for it.

Late last month, PC World released WorldBench 6 on DVD, and for the first time it is available for public purchase. (Earlier versions were distributed free on CD to sister IDG companies and selected partners that requested it.) Designed to test PCs running 32- and 64-bit versions of Windows 7, Windows Vista and Windows XP, a single-user license for one PC costs US$249, a small-business license (up to five computers) is $999 and a corporate license (up to 25 systems) is $2,499.

Kuta said corporations may run WorldBench on several different types of desktops or laptops to help them decide which one gives them the best price/performance value before a large purchase of thousands of PCs. "There are some hobbyists who buy WorldBench," he said, "but they use it to tweak system settings to optimize performance. On occasion, vendors that send us products for evaluation use WorldBench to adjust their default system configurations to provide better performance out of the box for their customers."

Real-world benchmarks gauge a PC's speed, performance and reliability by testing common programs' tasks, such as compressing or encoding files and Web browsing. WorldBench 6 uses the core set of applications that the PC World Test Labs use to test and rate desktop and laptop PCs, and its results make up a significant portion of the published PC World Test Labs' computer reviews. WorldBench 6 has been updated to offer a better reading of today's more-powerful PCs, which have larger amounts of RAM and multicore CPUs.

The applications included in WorldBench 6's final scoring include the following:

- Adobe Photoshop CS2
- Autodesk 3ds
- Firefox 2
- Microsoft Office 2003
- Microsoft Windows Media Encoder 9.0
- Nero 7 Ultra Edition
- Roxio VideoWave Movie Creator 1.5
- WinZip Computing WinZip 10.0

Fully automated, WorldBench 6 application tests run consecutively; the benchmarking system can report errors and relaunch failed tests without user input. It can automatically recover from and repeat failed tests, complete the application testing and then combine the results and compare them with a baseline system to give a final WorldBench score in both text and graphs, as well as the individual results for each application.

Asked if she was concerned that successful sales of WorldBench 6 would cannibalize traffic to PCWorld.com or, more generally, reliance on PCW for desktop and laptop reviews, **Ulla McGee**, PC World/Mac Publishing VP, Business Development, said she wasn't. "Promoting the brand and value of our labs and our testing methodology and programs will benefit PC World as a media brand by emphasizing the credibility and professionalism in what we do. The more people are talking along the lines of, 'PC World's WorldBench determined that this product is slow or fast,' the better it is for our brand as a whole."

"We encourage other media outlets to use WorldBench as a testing tool," Kuta said. "Some very narrowly focused hobbyist sites use WorldBench for their testing because it is so robust and reliable. Our focus at PC World Labs is testing retail products, but others are welcome to use WorldBench to draw conclusions about PC technology. It just boosts our profile and credibility."

WorldBench 6 licenses are currently being sold through the e-commerce provider Fastspring at www.worldbench.com.

Any IDG business unit interested in more information or selling Worldbench for a share of the revenue should contact Ulla McGee at ulla_mcgee@pcworld.com. For more information on WorldBench contact Jeff Kuta at jeff_kuta@pcworld.com.

the interview

one on one

IDG Chairman ***Pat McGovern*** *is this week's columnist. Reach him at pat_mcgovern@idg.com.*

> "By increasing the percentage of our revenue from users of our information, IDG builds a more stable revenue stream and one that has higher levels of profitability and corporate value."

Q **Most media companies have been experiencing double-digit declines in revenue. How is IDG's revenue expected to change in the current quarter compared to the previous one?**

A Because IDG stays close to our customers and responds to their changing needs, we expect to grow our revenue 3% in the current quarter compared to the previous quarter.

Q **Which IDG business units exceeded their business plan in the quarter July–September 2009?**

A Congratulations to CXO Media, IDG List Services, IDG Research, Connell Communications, IDG World Expo, IDG Netherlands, IDG Spain, and IGS EMEA for exceeding their business plan in operating profits in the last quarter.

Q **Customers are demanding larger discounts when they buy print advertising. Do you think such deep discounting is the new reality for print advertising these days?**

A Advertising buyers read the reports that print advertising revenues are down and publishing companies are reporting a major drop in profits. Buyers feel that the weaker the print publication, the more it will accept larger discounts. But, in fact, advertisers don't want to advertise in weak and possibly failing publications. They want to be in publications that are investing in quality editorial content, which attracts a reader's time and attention. They want to buy winners, not losers! Therefore, although they may ask for big discounts, they respect the publications that won't offer them and are attracted to doing business with these publications because they will be around to serve their needs in the future.

Recent neuroeconomic studies show that buyers like to buy quality products and like to deal with successful companies. Buyers are much happier dealing with a company that charges a premium for its products because it implies higher product quality and better customer service. IDG should stand out as the company that doesn't give substantial discounts but invests to maintain the quality of its products and gives superior service to its customers.

Q **What do you think about Twitter? Is it a fad or the early stage of a new marketing process?**

A I personally send out a couple of tweets a week. Anyone interested can follow me at my user name at Twitter: Pathere. I find it a quick way to keep up with the interests and activities of people related to my business interests and/or personal life. The problem is, "So many things to do and no more time to do them!" I hope an asteroid makes a close pass by the earth and slows its rotation, so we can have 30 hours a day to use all these new social media applications!

Twitter is an Internet-based version of a "fan club." People are interested in following the activities and opinions of celebrities they admire, thought leaders in areas of interest to them, and friends and family members. They can become followers of these people and receive their tweets with brief reports on their current activities, thoughts, likes and dislikes. Marketers are trying to exploit this system by building fan clubs for their brands, hoping to increase their share of mind among enthusiastic users of their brands and increase the spending of these followers for their branded products and services. This appears to work best among people in their teenage years and early 20s who are enthusiastic about new fashions, games, cars, restaurants, and nightclubs. Whether such commercial use will be as successful with people in their 30s and older remains to be seen.

Q **China just opened a Nasdaq-type stock market called the Growth Enterprise Market. How will this affect IDG's venture capital activities in China?**

A China's GEM stock exchange based in Shenzhen is likely to significantly increase the values of IDG's VC investments in China and make exiting these investments easier. The GEM just opened on Oct. 30. On the first day of trading, 28 companies were listed and by the end of the day these companies had on average a 106% increase in their stock price over their opening price! The Chinese people have been saving over 40% of their income in the past several decades. Now, the Chinese government is encouraging them to take the money from their savings accounts and invest it or use it for consumer spending. IDG VC has 115 investee companies in China which have not yet been listed on a stock exchange. The new GEM stock exchange should allow a significant number of these companies to go public in China and, hopefully, achieve a substantial appreciation in enterprise value as a result.

Q **Advertising and marketing expenditures by the IT industry have been cut back by the economic recession. What should IDG do to reduce its dependence on advertising and marketing revenues?**

A You asked a very pertinent question. The impor-

continued on page 5

IDG TechNetwork inks deal with BuzzLogic to represent sites

The IDG TechNetwork signed a deal last week that will enable advertisers to run conversational marketing campaigns across all of the TechNetwork web sites. The agreement is with BuzzLogic, a media company with a proprietary ad targeting technology that identifies active online discussions around specific topics. The partnership, which launches this month, opens up a lucrative new revenue stream for the TechNetwork, said IDG Syndication and Networks VP **Michael Romoff**.

BuzzLogic's solution crawls the Web to monitor content and conversations across a broad spectrum of sites, identifying where users are actively engaged in conversations around an array of topics. With the deal in place, online marketers can use this conversational targeting solution to reach users engaged in technology discussions across the TechNetwork's more than 200 publisher sites.

The way this might work, explained Romoff, is as follows. "BuzzLogic's software might find a high concentration of conversations — links and trackbacks from a blog post, for instance — around the topic of "Dell Web servers" on a group of sites in the TechNetwork. Once identified, the users on those sites would be a perfect target for a focused campaign from Dell to market its new server products."

BuzzLogic works with top-tier advertising clients in multiple categories, and as part of the deal, has made a commitment to fill at least 250 million ad impressions on the TechNetwork sites over the coming year.

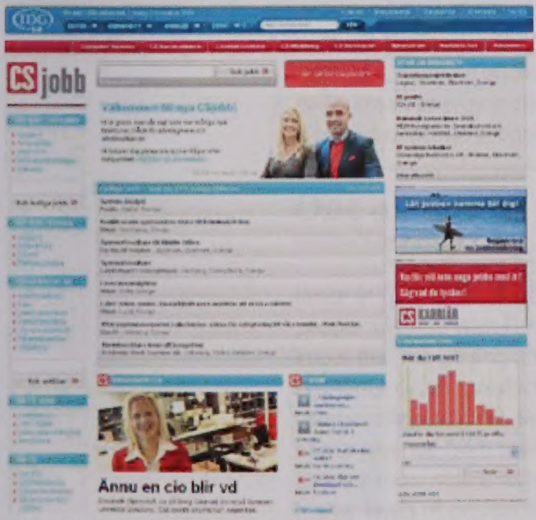
The deal gained momentum when IDG TechNetwork publisher sites kept repeatedly appearing in BuzzLogic's analysis of the most authoritative destinations for different conversations on technology topics. "After working together on many campaigns over the past year, BuzzLogic approached us about a larger relationship. Their analysis showed that the TechNetwork's sites attract the type of engaged readers that tech advertisers want to reach, and a deeper partnership makes a lot of sense," Romoff said.

Contact Mike Romoff at michael_romoff@idgsn.com WU

CSjobb

continued from page 1

to make their ad more eye-catching, ranging from text and background design options to featured and spotlight options and placement on IDG Sweden's network of sites. Employers can also package their online ads with print ads in Computer Sweden. CSjobb offers employers administrative and reporting tools to manage their online listings and analyze ROI, "so they can quantitatively see the benefits of advertising on CSjobb," Bergson said.



Ännu en cio blir vd

IDG Sweden added its own touches to the CSjobb site with a step-by-step tutorial screencast for employers that shows how to create and publish an ad. An upcoming tutorial will offer the best ideas in crafting a resume.

Those looking for work on CSjobb can search IT job categories such as architecture and design, sales, infrastructure, management, system administration and system development. They can also create profiles and receive alerts each time a job is posted that matches their specific criteria. Resumes can be formatted in a variety of ways, adding photos and video clips, and postings can be job- and/or location-specific.

"Adicio worked with us to understand our business objectives and built a site that is scalable, enabling us to add functionality as new technology and trends emerge," Bergson continued. "Most importantly, they've given us new opportunities to increase our online revenue, as well as access to best practices, experience and feedback from other Adicio customers."

IDG Sweden added its own touches to the site with a step-by-step tutorial screencast for employers, done by Webmaster **Henrik Sorin**, that shows how to create and publish an ad. An upcoming tutorial will offer the best ideas in crafting a resume. (Other key IDG Sweden employees behind the six-month recreation of the site were Development Director **Johanna Billenman** and Design and Development Associate **Ola Ljungstedt**.)

While CSjobb currently targets IT-related jobs, Bergson said IDG Sweden plans to expand its offerings to biotech, engineering and sustainability and cross-promote the site in its publications devoted to those markets.

CSjobb site has no competition in the Swedish market, according to Bergson, who said that there are other, bigger Swedish recruitment sites, but CSjobb is the only one that specializes in the IT market and has a sister print publication in Computer Sweden. She said traffic to date has been "fantastic. We have seen a 70% increase in weekly unique visitors."

Write to lottis.bergson@idg.se. WU

Sustainability Index project

Key people involved in IDC's ICT Sustainability Index and the upcoming press conference are:

Vernon Turner, SVP/Enterprise Infrastructure, Consumer and Telecom Research (based in U.S.); vturner@idc.com.

Chris Ingle, associate vice president, Consulting/ EMEA Systems and Infrastructure Solution Group (based in U.K.); cingle@idc.com.

Roberta Bigliani, research director, EMEA, IDC Energy Insights (based in Italy); rbigliani@idc.com.

Charlotte Thygesen Poulsen, associate vice president, EMEA Events and Go-To-Market Services (based in Denmark); cpoulsen@idc.com.

Fung-Yee Tang, project manager (based in U.K.); ftang@idc.com.

Danielle Williams, marketing director, IDC Nordic (based in Denmark); dwilliams@idc.com.

All of IDC's global account managers.

IDC

continued from page 1

index correlates a country's current energy profile with its ICT investment and spending patterns to help make climate change targets attainable. By using additional ICT-related input factors with this base line, the index score also effectively measures a country's readiness to leverage ICT to lower its carbon emissions. The Index scores will allow IDC to rank nations fairly and transparently as they tackle the long-term challenge of environmental and economic sustainability. The Index will be accompanied by a study offering qualitative recommendations to policy makers on where ICT investments can contribute to achieving climate change goals.

Turner

The press conference will open with Bigliani's welcome remarks and Turner's summary of Sustainability Index findings and recommendations for policy makers. Representatives from Fujitsu, HP, Hitachi, Intel and Schneider Electric will each have 10 minutes to present their companies' experience with environment-friendly practices and financial savings from related technological approaches. Those companies have brief case studies appended to the Sustainability Index report.

"IDC believes that policy makers are starting to look at what ICT can do to improve sustainability, not just in IT operations themselves but in other areas of business, government and consumer activities," Turner said "An example of this is the interest in smart grids, smart energy metering, energy efficiency and demand response programs, which are energy policy priorities in the European Union and are among the proposals from the U.S. government to use technology more intensively to reduce dependence on oil. We expect that this will continue, and we expect that policymakers will need to identify the technologies that can contribute to reductions in resource usage across multiple sectors."

IDG journalists are invited to attend the press event, which will be held at the Royal Danish Playhouse; contact IDC EMEA Events and Go-to-Market Services Associate Vice President ***Charlotte Poulsen*** *for a press pass. Write to cpoulsen@idc.com or go to www.idc.com/events/climate for more event details.*

IDC's Green Initiative features research, certification components

The ICT Sustainability Index is part of IDC's Green Initiative (www.idc.com/research/greenit/index), designed to help decision makers understand the role of technology in addressing the challenges and opportunities amidst today's energy, environment and sustainability requirements.

Since 2008, the initiative has produced important research on data center power management and automation, the promotion of green procurement in Asia/Pacific, and document management policies in the enterprise.

IDC's Industry Insights companies have also done groundbreaking research on how vertical industries from manufacturing and healthcare to retail and government can use the latest IT tools and services to support a company's overall green initiative.

In addition, IDC's Green Recycling and Asset Disposal for the Enterprise (G.R.A.D.E.) certification process assesses the functions and tasks used by IT Asset Disposal vendors to ensure that they meet the strictest regulatory, security, and environmental standards. More than a dozen multinational companies, whose market share of the PC industry represents more than 90%, have been certified through the program.

One on one

continued from page 3

tance of IT to organizations and to the careers of people involved with IT has never been greater. We know that advertising and marketing is sensitive to economic cycles, product introduction cycles, and competitive pressures. By increasing the percentage of our revenue from users of our information, IDG builds a more stable revenue stream and one that has higher levels of profitability and corporate value.

To do this, we should:
a) Take steps to convert our free publications to paid publications.
b) Raise the subscription prices of our current paid publications.
c) Create fee-based sections of existing Web sites.
d) Create new Web sites that are fee-based.
e) Sell subscriptions to our information on mobile phones via the telecom carrier.
f) Develop applications helpful to our information users that can be sold to mobile device users via their app store.
g) Increase the revenue from custom print and web-based publications such as SuperGuides, webcasts, white papers, and other valued content.
h) Increase the number of job titles that we support through Executive Councils such as the CIO Executive Council. These Councils should also be extended from a national to a global basis.
i) Increase the attendee fees at IDG events.

IDG's goal is to have the revenue for the use of our information account for 75% of our total revenue by 2020. These actions will help us achieve our goal!

people

noteworthy

Promotions

Comino

PC World Spain Lab Manager **Daniel Comino** has been promoted to online manager for **IDG Spain**. "Daniel started with IDG Spain in 1998 as a technician in our IT department," said **Manuel Pastor**, IDG Spain country manager. "Three months later he began creating Web sites and services for us. In 2001 he joined the PC World labs as a tech editor and then became lab manager. He will face many challenges in the fast-evolving Internet arena, but he has many skills and great charisma so I have full confidence in him being very successful in his new role." *dcomino@idg.es*

New employees

PETER SHORT

Broderick

Previously a support services intern with **IDC Framingham, Katherine Broderick** joins the staff full-time as a research analyst with the Enterprise Platforms and Data Center Trends group. She has also worked as a communications analyst with Sun Microsystems. Katherine holds a B.A. in economics and Spanish and an M.A. in international economics and finance from Brandeis University in Waltham, Mass. She enjoys cooking, playing Ultimate Frisbee and volunteering at Habitat for Humanity. *kbroderick@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Jobs at IDG

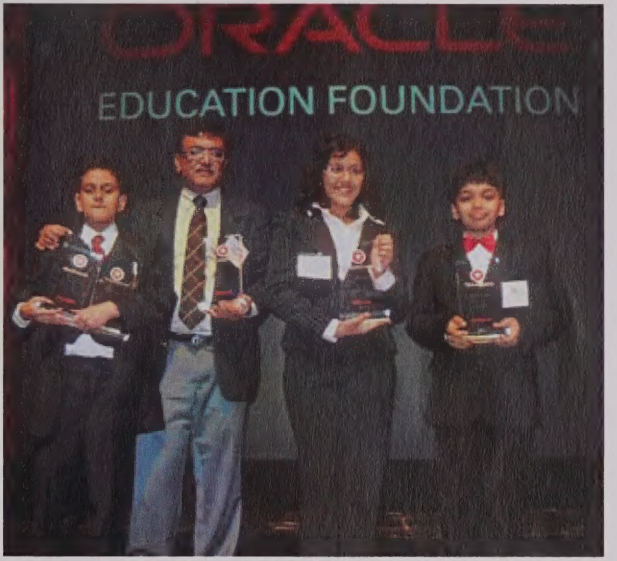
Go to the Careers tab on www.idg.com to search for open job postings at IDG and IDC in the U.S.

IDC's Debashis Tarafdar coaches daughter's team to victory in Oracle ThinkQuest competition

Do you know what makes rubies red? Or why insects have blue blood? How about what substance caused hat makers mental problems and led to the phrase "Mad as a hatter?"

To find out you can check the end of this article or you could ask **Debashis Tarafdar**, associate research director, at IDC Manufacturing Insights in Singapore. Debashis served as the coach for his daughter's team in this year's Oracle ThinkQuest competition, an annual competition sponsored by the Oracle Education Foundation that challenges teams of students around the globe to develop educational Web sites on topics of their own choosing. Debashis's daughter, Aaheli, and two friends captured second place in the 12 and under category for their web site, Metal Matters.

As a coach, Debashis said his primary role was guiding the team in their approach to doing the research and helping to ensure that the work was distributed evenly among the team members. He also provided advice on the presentation of their information, assisted with proofreading, and once the Web site was complete, helped to perform a quality check. The team spent about four months researching their topic, which explored the importance of the discovery and use of metals in human evolution, and creating their site.



IDC Singapore's ***Debashis Tarafdar*** *shares the stage with his team at the Oracle ThinkQuest Live awards ceremony last month in San Francisco. His daughter Aaheli is to his left.*

The 15 winning teams (first, second and third place in three age divisions) were selected from among 955 entries from 83 countries. Countries represented by the winners included Australia, China, Hungary, India, Italy, Pakistan, Singapore, Turkey, the U.K. and the U.S.

"It was a memorable experience," Debashis noted. "I enjoyed the nuances of a team project with a competitive flavor and the opportunity to see the world through their eyes. The children learned new skills, and of course, the reward was quite significant!"

In addition to receiving laptop computers, digital cameras, and school grants (depending on placement) all the winning teams were invited to attend ThinkQuest Live, a four-day gathering in San Francisco last month that included educational workshops and excursions along with an awards ceremony. "It was an exceptionally rewarding and inspiring experience for the young team and I am sure they will cherish fond memories of it for years to come," Debashis said.

Winning sites covered a range of educational topics including child labor, global warming, issues facing the elderly, mobile devices and, of course, the use and importance of metal in human society. To learn more about ThinkQuest and see an archive of the winning sites, visit www.thinkquest.org. **WU**

Rubies' red color is caused by chromium impurities; copper is responsible for the blue color of insect blood; and mercury was the nemesis of hat makers.

Do you work with a colleague who pursues an interesting hobby or is a committed volunteer? From time to time, World Update profiles such employees in this space. Write to world_update@.idg.com and let us know.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

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Ted Bloom *IDG*

22

Michelle Chase *IDG*

21

Donna Fraser *ITWorld Canada*

18

Johan Egging *IDG Netherlands*
Megan Santosus *IDC*

17

Grazyna Skibniewska
IDG Poland

16

Marc Ferranti *IDG News Service*

15

Silvia Cardinale
Nuov@Periodici Italia

14

Fay Haward *IDG U.K.*

13

Jolana Lammelova *IDG Czech*

12

Zuzana Novakova *IDG Czech*
Cindy Reed *IDG*

9

Shane Hannam
IDG Global Solutions EMEA
Lucas Mearian *Computerworld*

8

Matt Marshall *IDC U.K.*
Jennifer Xu *IDG China*

7

Moira Keating *IDC*
Fung-Yee Tang *IDC U.K.*
Sureshpal Singh *IDC Singapore*
Donald Botts
IDG Int'l Publishing Services

6

Annmarie Allen *IDC*
Matthew Egan *PC Advisor*
Rona Shuchat *IDC*
Zoya Zvagin *IDC*
Lisa Li *IDG China*
Teresina Cardamone
IDG Strategic Marketing Services

5

Brad Dillon *IDC Canada*
Eduardo Caceres *IDC Canada*
Kenichi Kusano *IDC Japan*
Johanna Himes
Online Publishing Group
Tom Pimental
Online Publishing Group

4

Paul Crew *IDC U.K.*
Sharee Pancha *PC Advisor*
Tim Shepheard *IDC Australia*
Judith Hanover *IDC*
Joseph Pucciarelli *IDC*
Jim Malone *CXO Media*

3

Salim Premji *IDC Canada*
Kelley Conley *IDC*
Bill Brydon *ITWorld Canada*
Malgorzata Glowinkowska
IDG Poland
Ingemar Jansson *IDG Sweden*
Alex Chau *IDC Hong Kong*
Namratha Dharshan
IDC Center for Consultancy & Research/India
Elvia Sang-Yeon Choi
IDC Korea
Bryan Rusciano
IDG World Expo

2

Martin Noska *IDG Czech*
Kay Keough *IDG News Service*

1

Tim Brunt *IDC Canada*
Silvia Censi *IDG U.K.*
Rahul Buddhasena
IDC Center for Consultancy & Research/India
Guy Evans *IDG TechNetwork*
Mandy Fang *IDG China*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

When the Melbourne Cup begins, work stops at IDG Australia

IAN SHARP

The tech business stopped temporarily at IDG Australia on Nov. 3.

On the first Tuesday of November, all Australians stop whatever it is they're doing to watch the Melbourne Cup, the country's pre-eminent Thoroughbred horse race with a US$5 million purse. IDG Australia employees piled into their boardroom last week to watch the race, enjoy a few drinks and snacks and take a $5.00 "lucky dip" chance on pulling the winning horse's name out of an envelope before the race. According to IDG Australia Director of First Impressions **Ann Hall**, Shocking won the Cup, followed by Crime Scene and Mourilyan.

Coming up

Green Business Conference
An IDC France event
Nov. 17
Paris
www.idc.com

Unified Communications and Collaboration Conference 2009
An IDC U.K. event
Nov. 19
London
www.idc.com

Business Continuity Management Conference & Expo 2009
An IDG Japan event
Nov. 27
Minato-ku, Tokyo
www.idg.co.jp/english/event

IDC Brazil Information Security Seminar
Nov. 24
Recife, Brazil
www.idc.com

SaaS World/Tokyo 2009
An IDG Japan event
Dec. 8-9
Minato-ku, Tokyo
www.idg.co.jp/english/event

IT Roadmap Conference & Expo
A Network World event
Dec. 10
San Francisco
www.nww.com

CIO Perspectives
"Local Connections on Global Issues"
A CXO Media event
Dec. 9
Los Angeles
www.cio.com

IDG Professional
Internal training program for high-potential and high-performing individual contributors
Jan. 13-14
Boston
Contact: laurie_butson@idg.com

Macworld 2010
An IDG World Expo event
Feb. 9-13
Moscone Center
San Francisco
www.macworldexpo.com

profile

unsung hero

"As the producers of Macworld 2010, we strive to please and delight our attendees every day," said Nina Carrara, brand director at IDG World Expo. "In 2009, we did this once again by making our very complicated registration process simple, convenient and hassle-free, an initiative led by Stephen Galeotalanza. His tenacious, can-do attitude and willingness to try new things helped create a streamlined system that reduced inbound customer inquiries and increased attendee and exhibitor satisfaction. It was so successful and well received, our customers Tweeted about it onsite!"

Name
Stephen Galeotalanza

Home
Waltham, Mass.

Joined IDG
Four years ago.

Current title
Registration and Housing Manager

Primary job responsibilities?
Managing development of the registration Web site, including the design and testing for attendee, exhibitor, and media registration pages. On-site logistics of the registration area from layout to signage and training of temps. Negotiate hotel contracts for events with from one to 32 hotels per event. Offering our attendees competitive prices. Also, getting special concessions i.e.: staff rooms, suite upgrades and other benefits for IDG. Negotiate contracts with airline partners, shuttle bus companies and tour companies resulting in discount for convention participants.

Three things I do in a day's work

- I send out daily registration numbers to the executives and key team members.
- Work with the call center to relay updated show information about the event.
- I am in contact with exhibitors to book room blocks and registration for events and monitor the registration and hotel bookings process and troubleshoot any issues that the call center may have.

What I love most about my job
I enjoy new projects as well as challenges that force me to think outside the box. I enjoy trying to find new and innovative ways to do my job, create a better experience for our attendees, and work toward making each event more successful than the year before.

Latest accomplishments
I worked on and implemented a standardized Macworld 2010 hotel contract that cut the contract negotiations time by half. Worked with RCS (our registration vendor) call center to take over the hotel calls for our events; this has saved World Expo over $20,000 a year. I am currently working with RCS to create an online buy-a-booth space for mobile applications for Macworld2010. And I created a "Save in the City" program in which attendees show their badges and get discounts at events and local retailers like Macy's and Bloomingdale's and different restaurants in the area. You can check it out at http://tinyurl.com/ygouhsw.

CINDY HART

IDG World Expo Registration and Housing Manager ***Stephen Galeotalanza*** *is a problem solver who enjoys thinking outside the box.*

What I'm doing to be a better employee
One thing I try to do is take advantage of the IDG training offerings by learning new skills and refining old ones. This is a great opportunity for all employees. I like to help other team members and that helps me grow and learn more about the events and what others do to contribute to the overall success of the event.

What others can't tell about me
That I was president of the Arlington (Mass.) Cable Access board for 10 years and worked with the town on keeping the studio in town and making it a non-profit.

Interests outside the office
I enjoy spending time with my family and taking my nieces and nephews to the movies and museums.

Do you know an Unsung Hero?

Is there someone in your office whose quiet contributions help ensure the success of the whole group? Why not nominate that individual for some well-deserved recognition? Send your suggestions to world_udpate@idg.com.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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Vernon Turner *IDC*
Danielle Williams *IDC Nordic*

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International Data Group is the world's leading technology media, events, and research company. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers. Media brands are in more than 90 countries and include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. The company's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, OpenSource World, E3 Expo, DEMO, Storage Networking World, and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. Additional information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

IDG U.K. launches first social media program for IBM

Inspired by Amplify, campaign captures $100,000 in incremental revenue

IDG U.K. recently completed the country's first social media campaign on behalf of an IT client, capturing $100,000 of incremental revenue and so pleasing the client that it is considering a three-month extension. The campaign, which ran for two months, allowed IBM to maintain a presence in the market by spurring conversations about its Smarter Planet program during the summer months when it traditionally does not spend much on display advertising in the U.K.

The program was inspired by the Amplify program, launched earlier this year by the Strategic Marketing Services (SMS) group in Framingham, Mass., explained **Daniel Shaw**, associate publisher, IDG U.K. Following a visit by SMS President **Matthew Yorke** during which he demonstrated the capabilities of the program, Shaw said his team localized several of the applications and pitched their idea to a few key clients and agencies. "IBM agreed it would be a perfect way to develop some conversations around their Smarter Planet program."

The program centered on generating content from users and then pushing that content into Twitter.

SHAREE PANCHA

(L-R): ***Russell Kearney****, IDG U.K. IBM account manager,* ***Margo Tiffen****, head of online,* ***Daniel Shaw****, associate publisher,* ***Siobhan Chapman****, head of content, and* ***Bradley Deutsch****, Web developer.*

"The key components were a series of polls that ran on Techworld.com and Computerworlduk.com, an overlay page that encouraged users to engage in a

continued on page 4

IDG Connect introduces content optimization workshops

Global business units can arrange custom workshops for local clients

IDG Connect has introduced a new means of providing content optimization services: a one-day workshop that teaches IT vendors the key elements of effective content creation. The Framingham, Mass., based business unit held its first workshop for a major security software vendor earlier this month, and several for other clients will be scheduled soon.

"This new program will enable clients to improve how they create and use marketing and social content for their brand awareness and lead generation programs," said **Bob Johnson**, vice president of IDG Connect's Content Optimization Practice, who conducted the session.

The five-hour workshop, geared for seven to 20 people, reviews the content assets created or managed by each attendee. These assets could be white papers, presentations, briefs, webcasts, audio clips, seminar material, demos or other content that is used to communicate with current or potential clients.

"The agenda aims to break down previous conceptions about content creation and understand why those conceptions can be dangers," Johnson said. "We want to help clients prepare content that maximizes a vendor's chance to earn revenue, enhance their reputation and retain customers."

During the session, the group broke into teams to learn how to apply the seven principles of content optimization (see sidebar page 5) to each of their assets. "Pass-along," for example, focuses on how to improve the tendency for a piece of content to be shared with others. This can involve check lists,

continued on page 5

Inside this issue

IDG titles dominate first ASBPE digital Azbee awards *page 2*

Media Kit PDFs, selected graphics available online *page 2*

Customer testamonial cites IDG's consultative approach, global presence *page 2*

Knowledge Exchange blog debuts on IDG Central *page 2*

One on One IDG Australia's Susan Searle *page 3*

Celebrating 10: IDC's Frank Hare *page 8*

in brief newsworthy

IDG titles dominate inaugural Digital Azbee Awards for online excellence

IDG's U.S. enterprise and consumer brands dominated the inaugural Digital Azbee Awards of Excellence earlier this month, taking home a total of 12 gold, silver and bronze awards. Presented by ASBPE, the Digital Azbees span 28 categories honoring all aspects of online news and information reporting and presentation including Web sites, micro-sites, blogs, slide shows, newsletters, podcasts, videos and more.

ASBPE
American Society of
Business Publication Editors

In previous years, ASBPE judged print and online media together. However, the advent of various new means of electronic communication and the growing importance of digital media in B2B publishing prompted ASBPE's National Board to spin off the digital categories and significantly boost their exposure.

Entrants were judged based on production values, usability, value to audience, organization of content and excellence in journalism.

Among the winners were:

- **Computerworld**, which took home a gold award in the Web Database category for its Best Places to Work feature, along with two bronze awards for Web News Section and Blog Analysis/Commentary.
- **CIO**, which earned two gold awards in the Slide Show and Original Web Commentary categories, as well as a silver award for Best Use of Social Media Reporting Techniques.
- **Network World**, which captured two silver awards for General Excellence and Web News Section.
- **Macworld**, winner of a silver award for Web How-To Article and a bronze for Original Web Commentary.
- **PC World**, which earned a silver award in the Podcast category and a bronze award for Web Feature Article.

More information about the awards and the employees involved can be found with this article on IDG Central or by visiting https://www.asbpe.org/.

Knowledge Exchange Blog debuts

Julie Lynch, director of the IDG Knowledge Exchange, has started a new blog on IDG Central that will update employees on efforts made to cross-pollinate IDG's businesses with great ideas.

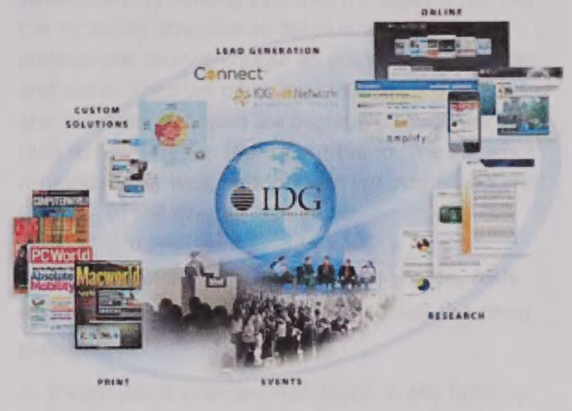
Lynch's mission is to foster revenue growth, expense savings and innovation by showcasing the new product ideas and revenue opportunities being developed around the IDG world.

Working with the IDG World Update editors and the IDG Training & Development staff, Lynch's activities have included augmenting the topic-based Knowledge Centers on IDG Central and creating product briefs with the concept, business model, market strategy, technology used and resources needed to implement a revenue-generating product or practice.

Lynch recently started a monthly New Product/New Revenue e-newsletter for business unit leaders and other interested employees that highlights new ideas around the company and provides updates on the activities of the IDG Worldwide Technology Council, a forum for sharing code and technical expertise. To subscribe to the newsletter, write to julie_lynch@idg.com.

For more on the IDG Knowledge Exchange, click the Knowledge Exchange tab on IDG Central.

PDFs, selected graphics for 2010 Media Kit now available online



This summary of IDG's products and services is among seven graphics available in the Corporate Communications section of IDG Central.

PDFs of the 2010 IDG Media Kit, are on www.idg.com (see the page at http://tinyurl.com/ybbb8rf), and the PDFs as well as selected graphics are also available on IDG Central.

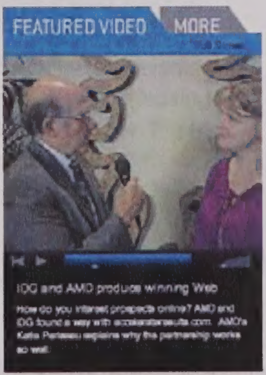
Go to the Employee Resources tab on www.idgcentral.com and click on Corporate Communications. The media kit consists of four parts: introduction to IDG, print, online and events.

Any business unit can use the graphics for presentations, marketing materials or brand-specific media kit needs.

Upon request, additional files for the media kit are available for special uses. For example, IDG's licensee in Belgium created customized marketing material for its channel products that incorporated graphic elements and text from a previous IDG media kit.

To request these additional files, write to Director of Corporate Communications, Global Headquarters **Susanna Hinds** at susanna_hinds@idg.com.

Customer testamonial cites IDG's consultative approach, global presence



IDG and AMD produce winning Web

How do you interest prospects online? AMD and IDG found a way with acceleratersults.com. AMD's Katie Pariseau explains why the partnership works so well.

Earlier this year, Media Industry Newsletter (MIN) honored IDG client AMD with a Best of the Web Award for its Accelerate Results Program, created in partnership with IDG. In September, MIN named AMD Manager of Integrated Marketing Services Katie Pariseau to its Sweet 16. The Sweet 16 recognizes marketers and agency executives for innovative programs.

Following the Sweet 16 awards ceremony, in New York City, **Howard Sholkin**, director, communications and marketing programs, IDG Strategic Marketing Services (SMS), spoke with Pariseau about the program and why AMD chose to work with IDG. Among the reasons she cited was the highly consultative approach of **Charles Lee**, SVP, Strategic Programs and Custom Solutions, SMS, and his team, as well as IDG's regional and global presence. To listen, visit www.idgknowledgehub.com/blogs/.

one on one the interview

Susan Searle
The president and publisher of ARN IDG Channel Division at IDG Australia is this week's guest columnist. Reach her at susan_searle@idg.com.au.

> *"ARN was the strongest performing brand in IDG Australia last fiscal year. We did this by ensuring strong yields and staying very close to our customers. Sales staff went above and beyond to develop marketing strategies for our clients, and editorially we turned our audiences into our communities by opening up forums and encouraging their "fight back" stories of how they succeeded in difficult financial times."*

Q What has your career path at IDG Australia been?

A I started with IDG when Computerworld Australia was only a year old. That was 30 years ago, so IDG really has been my career. I've worked in sales and publishing across just about every title, but the bulk of my years have been with Computerworld and, since 1995, with Australian Reseller News (ARN).

Q Can you talk a little about the importance of the channel in Australia and ARN's role in serving that distribution route?

A In 1991 IDG Australia made a very strategic decision. We had seen the success of channel publications in other countries, and whilst the channel was embryonic in Australia we saw a market. ARN was launched in September 1991 as a monthly and chugged along for four years as the local channel started to ramp up. IDG Australia's then-managing director **Don Kennedy** listened to a couple of offers to sell the magazine in late 1995 but asked me to check its future feasibility. I was sold, as the idea of a publication covering the business end of the industry rather than technology sectors, was appealing. We relaunched ARN as a newsweekly before launching the Web site in early 1998. The channel is very powerful in Australia, and ARN is its major information source. Since then it has been the largest profit contributor of any brand at IDG Australia for most of that time.

Q ARN recently held its third successful awards event, which had higher-than-expected revenues but lower expenses. How did you manage that?

A Yes, this year's ARN IT Industry Awards was extremely successful, from the point of view of the event itself and the profits it contributed to ARN's bottom line. Revenues were up because even though we netted a little less on the sponsorships, we raised the table prices and had an additional 60 people over the 2008 event. The Sydney Hilton ballroom was packed to capacity with 600 paying guests. In the spirit of the global financial crisis we had a community theme, which meant we were able to openly economize on the fancy touches (although we still had good wine and a beautiful room). For example, as entertainment we had a surprise industry band that was great fun but not expensive.

The Australian IT industry loves these awards, not only because they acknowledge the hard-working companies and individuals who make up the channel, but because everyone loves a good party where the who's who of the industry get together and have fabulous fun. We endeavor to create glamour in a relaxed atmosphere by making sure that the event is run with the necessary attention to detail in its staging and atmosphere, but we choose an emcee who is relaxed and warm. Then we make sure that the ARN editors and management team are onstage through the evening to promote the face of our brand. The audience responds really well, and this year we pushed our rival CRN out of the awards market.

Q ARN recently launched an e-magazine, ARN Review. Why? How is it different from the print publication?

A It's our job to provide information in any form our audiences want. E-mags are hot right now as marketers call for performance-based programs. The results from the October issue have been pleasing. We did a hybrid mix of new and repurposed content (calling it ARN Review gave us that option), and we optimized the technology by delivering image-heavy, text-light pages that had click-through options for more in-depth content. Lots of slideshows and video plus a different design gave it a fresh look, and it has been well received by the industry.

Q You recently added publisher of Australian Life Sciences (ALS) to your role as ARN publisher. A number of other IDG business units tried and failed with similar titles. What is the secret of Australian Life Scientist's success? What are you goals for that publication?

A The Life Scientist brand has been published by IDG Australia for about eight years, and the bimonthly magazine is quietly very successful. National Advertising Manager **Ric Hudson**'s relentless efforts meant that ALS was able to buck the global print trend in FY09 and grow both revenues and profitability. The ongoing opportunities are in the online and events space, and that's my charter. Initially, we are looking to boost traffic and will launch a directory on the site in early 2010 as part of a five-phase plan for FY10. We are looking to launch an awards program in early Q3 of 2010.

Q What are your top priorities for the coming fiscal year?

A The economic climate and the growth of new media has meant that long-termers like myself have had to re-evaluate priorities. Not all of us are great inventors, so I like to make sure I'm a great innovator. That means imitation, improvement and effective imple-

continued on page 7

IBM Twitter campaign

continued from page 1

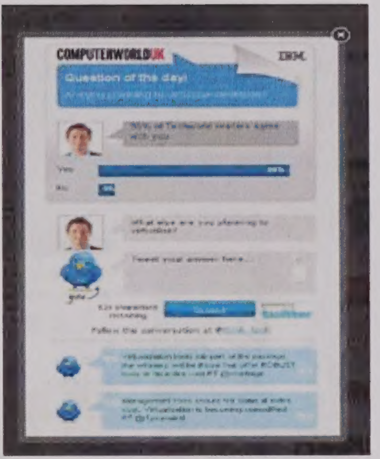
conversation, the development and management of a presence on Twitter (think_tech), and the creation and distribution of an ad unit to promote the Twitter page and the conversation we were creating amongst our users," Shaw explained.

The polls were similar to the editorial polls the company normally runs on its sites, the only difference being that the topics were based on IBM-approved themes and IBM was allowed to approve the questions used in the polls. "Over the course of the campaign, we fed back the poll results to IBM, which helped guide the creation of new questions," Shaw said.

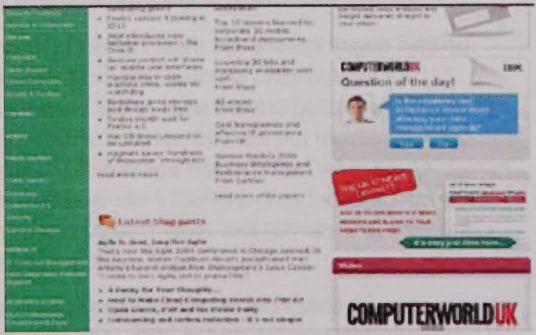
Some of the questions asked included:

- What is driving Green in your organization?
- Are you struggling to find staff with virtualization skills?
- Can you handle your own data more securely than a third party?
- What are your most effective IT sourcing options today?

When someone replied to a poll, an overlay appeared showing them the real-time results, Shaw explained. The overlay prompted the user to answer a second question in an open text format. "This second question was related to the poll question to increase responsiveness, and once a user answered this, we asked them to login to their Twitter account. If users did not have Twitter accounts, they were prompted, at this stage, to create one. "The main thing was explaining that it was a secure login," said Shaw. Users who did this saw their response posted as an @think_tech tweet on their home page," Shaw said, adding that IDG content managers would then retweet the response. Online Content Manager **Siobhan Chapman** and Junior Content Manager **Richard Plant** were responsible for all the content on the Twitter page. In addition, a member of the marketing team was assigned to tweet about related content found on IDG sites as well as elsewhere on Twitter. The program attracted more than 8,000 poll responses and more than 750 people to the @think_tech Twitter community.



After responding to a question, readers could see how their peers had voted. They were then prompted to answer a second question and log on to Twitter, where they would see their response posted as an @think_tech tweet on their home page.



Readers on IDG U.K.'s Techworld.com and Computerworlduk.com saw a variety of polls, sponsored by IBM, on the sites during the two months the program ran.

The key deliverables to IBM were:

- The polls (and responses to those polls).
- The total number of tweets made by users.
- The total followers of the Twitter page.
- The total number of delivered impressions of the ad unit.

"We agreed to a high level of reporting to demonstrate the quality of the Twitter community but, as a first in the U.K. market, a lot of the metrics were unknown and the agency agreed to the program based on its long-standing relationship with IDG — locally and globally — and its confidence that we had the experience and expertise to guarantee this would work," Shaw explained.

Shaw said that competitors have been slow to embrace the social media as a marketing solution. "It seems our competitors are still in the blocks an adopting a wait-and-see policy. The social media space is moving far too quickly for that, so IDG's 'let's try it' attitude is paying huge dividends in the this space and gives us as great opportunity moving into FY10 to capitalize on this advantage."

For more information contact Dan Shaw at daniel_shaw@idg.co.uk. WU

Custom solution built on standard Twitter APIs

Web Developer **Bradley Deutsch** from the IDG U.K. technical team was responsible for developing all the Twitter applications. The poll is a custom solution built to the requirements of this program. The overlay incorporated a standard Twitter API and allowed IDG U.K. staff to tweet onto users' accounts directly (with their permission). The ad unit (designed as a standard MPU) used another API that pulled in the most recent tweets from the think_tech Twitter page (only the user tweets as opposed to the editorial entries). This was also used at the bottom of the overlay so users would see the other tweets and be more likely to join the discussion.

The APIs are available from http://apiwiki.twitter.com/Twitter-API-Documentationhttp://apiwiki.twitter.com/Twitter-API-Documentation.

For more information contact Bradley Deutsch at bradley_deutsch@idg.co.uk.

Passes to Boston museums

As a corporate sponsor of the Boston Children's Museum and the New England Aquarium, IDG has a limited number of passes available — a maximum of four per employee — to local employees or those visiting the Boston area. Send requests to world_update@idg.com.

See the Local News Framingham/Boston section on IDG Central for updates on museum pass availability.

Workshops

continued from page 1

priorities, top 10 areas of focus, definitions and other elements that will increase the chances that someone will see it, consume it and share it with peers who they think will also find it useful.

Johnson uses a large magnetic board and colorful magnets labeled with various content types, formats and content optimization principles, allowing attendees to take a hands-on approach as they see their asset evolve over the course of the day. The aim is to take the attendee through the steps of creating or repurposing an asset and then delivering it, all while taking into consideration its impact on brand awareness, lead generation and lead nurturing.

"Attendees explore the weaknesses and opportunities for each of their assets, make decisions and present their observations and recommendation to the group," Johnson said.

At the end of the workshop, participants take a 20-question certification test that Johnson developed. Results are evaluated the following day, and those who passed receive a personalized achievement plaque.

"There is a desperate need among marketers and their myriad of content asset developers to determine what content resonates with their customers and results in high quality leads from IDG," said IDG Connect General Manager **Frank Cutitta**. "These contracted training sessions get us deep into higher levels of marketing organizations — and untapped budgets — that traditional media or lead gen conversations do not permit. We've also seen increasing interest in non-IT categories, such as energy or pharma, for our services."

Attendees at the first workshop gave the session high marks. "Everyone who has anything to do with content creation or management within our organization should take this workshop" said one. "We definitely see that this will have a positive impact on our lead generation efforts this quarter," said another.

The IDG Connect team has already begun fielding requests from IDG business units outside the U.S. that would like to have them organize workshops for their clients. Johnson pointed out that these workshops "will leverage research that we have conducted about the vendor's clients in that locale, as we already know the content types and formats that they prefer by buying stage."

For more details about the workshop format or to schedule one, write to bob_johnson@idgconnect.com.

The principles of content optimization

During the workshop, IDG Connect Vice President **Bob Johnson** defined the seven principles of content optimization:

Orientation. The profiling and visible presentation on or within an asset, in a given area, of who the asset targets, its complexity, buying stage coverage or other attributes. The asset profile information should be used consistently across all content types and formats.

Pass Along. The pre-set tendency or aspect of an asset that tends to drive sharing behavior among users.

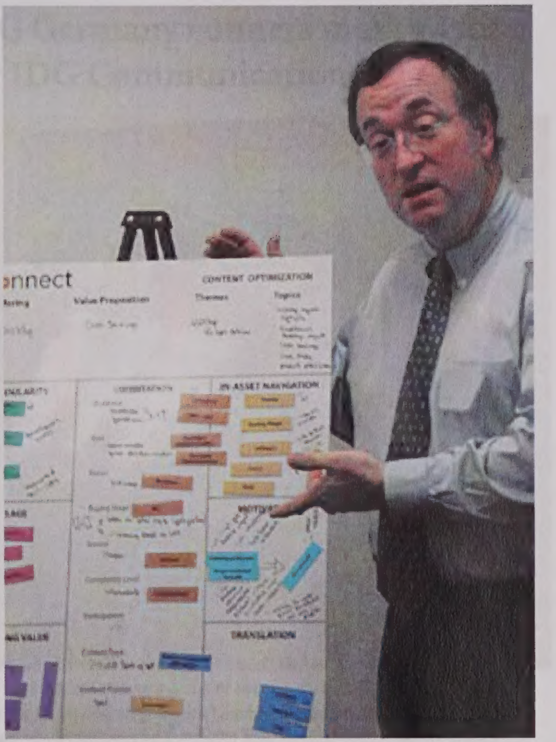
Translation. The repurposing of an existing asset or core essence of an asset into a different content type or format for the purpose of addressing the needs of different buyers, buying stages, roles, focus areas or learning styles.

In-Asset Navigation. The ability to move from within an asset to related assets, chapters, segments, elements, topics or conversations.

Modularity. The act of breaking an asset or conversation into logical components that are organized in a logical order and/or progression.

Usage. The act of applying content elements to the process of decision making.

Motivation. The underlying drivers of behavior and actions around investment decisions.



*IDG Connect Vice President **Bob Johnson** uses a magnetic board to help clients envision the best way to create optimized content. Business units can arrange for IDG Connect staff to present workshops for their local clients, either in the U.S. or internationally.*

IDG Connect products at-a-glance

IDG Connect, which is IDG's lead generation database and content optimization company, has developed an array of products for vendors in addition to the newly launched workshops.

Content Audits. These offer a deep analysis to help vendors identify, analyze and map the diversified inventories of content assets they have. IDG Connect has conducted more than 1,000 audits for major IT companies around the world. The client that requested IDG Connect's first workshop had recently asked IDG Connect to conduct a content audit

Engagement Intensity Index. This tracks engagements with vendor content IDG delivers and scores them based on attributes determined during the content audit process. As a result, the vendor receives a more behaviorally based lead dossier than just business card information.

Social Intensity Audits. Focuses on the importance of social content in the tech buying process and evaluates how successfully a vendor's investment in internally managed social content — such as blogs, wikis and discussion boards — is translating into lead generation and revenue.

Articles and Webcasts. These resources on content optimization best practices are available on www.idgknowledgehub.com, which provides information and advice for U.S. technology marketers and agency professionals.

noteworthy people

New employees

IDG WORLD UPDATE
Dhanowa

Previously a senior account manager with TechTarget, **Neil Dhanowa** joins **Computerworld**'s San Francisco sales office as integrated sales director. He holds a B.A. from the University of California/Davis in communications with a minor in geology. In his free time Neil enjoys mixed martial arts, soccer, snowboarding and home repair. "I just purchased and remodeled my first house, built a sweet doghouse and got married, all in 60 days." *neil_dhanowa@computerworld.com*

Hvidkjær

New at **IDG Denmark** is Account Manager **Claus Hvidkjær**; he was previously an account manager at Learn2Lead.dk. He studied market economy at Niels Brock Copenhagen Business College and spends his spare time with his wife and two young daughters. Claus also enjoys wine tasting and following the F.C. Copenhagen soccer team. *c.hvidkjaer@idg.dk*

John Cheah joins **IDC Malaysia**'s Kuala Lumpur office as an associate market analyst with the Telecommunications group. Before joining IDC he was an associate recruitment associate with Talent2International. A double major at Malaysia's Monash University, he holds a B.A. in business and commerce and banking and finance. In his free time he enjoys reading and movies. *jcheah@idc.com*

Also new at **IDC Malaysia** is Associate Market Analyst, Devices **Yang Lin Lim**. Before joining IDC she was a sales support analyst with Dell Computers, covering sales performance tracking of the Large Enterprise market segment. She earned an honors degree in computer science from the Universiti Sains Malaysia and enjoys reading and music. *yllim@idc.com*

IDC Philippines' Manila office has hired **Adeb Rabelas** as an associate market analyst in its Telecommunications division. He was previously a junior software engineer with Behringer Holdings where he was involved in quality assurance of new software releases. A graduate of the Philippines' University of Santo Tomas, he holds a degree in industrial engineering. Away from the office he enjoys taking urban and landscape photographs. *arabelas@idc.com*

IDG WORLD UPDATE
Lai

Alan Lai joins **IDG Tech Network**'s San Francisco sales office as an account executive; he was previously an assistant media planner with Universal McCann. He earned a B.A. in business marketing from San Jose (Calif.) State University, enjoys following Bay Area sports teams and recently bought and remodeled a three-bedroom house. *alan_lai@idgtechnet.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Classified ad section on IDG Central let you sell your stuff, shop for bargains

Employees worldwide can post their own For Sale, For Rent, Wanted, Services and Ride Share noticed in the Classified Ads section of IDG Central.

Current listings include vacation rentals, cars for sale, Framingham, Mass.-area ride shares and student exchange opportunities.

Go to www.idgcentral.com and click on the Classified Ads link in the People tab.

IDG Germany runners make room for IDG Communications CEO

*Every Wednesday evening a group of about a dozen IDG Germany employees heads out for an hour-long jog with a professional running coach, who offers the participants pointers on improving their running technique, endurance and avoiding injuries. During a recent visit to Munich, IDG Communications CEO **Bob Carrigan** (standing, middle row, second from left in red shirt) joined the group, which included (front row): **Canio Martino**, and **Michael Braun**; (second row): **Carolin Grünwidl**, Carrigan, **Jutta Eckebrecht**, **Katharina Nickl** (coach) and (back row): **Manuela Eue**, **Peter Müller**, IDG Germany Managing Director **York von Heimburg** , and **Patrick Woods**.*

Drupal webinar to be held Nov. 18

Baldwin Louie

Baldwin Louie, software engineer for The Industry Standard (www.thestandard.com), will be the featured speaker for the IDG Worldwide Technology Council's upcoming virtual talk on Nov. 18 at noon EST (please adjust appropriately for your time zone).

His 30-minute presentation, which will be recorded, is titled Drupal: Setting up MYSQL Master/Slave for Best Scale. There will be a Q&A period following.

The Worldwide Tech Council is also planning a webinar on IDGXML implementation in December at a time to be determined.

Any IDG employee or IDG licensee staff is welcome to participate in these webinars or listen on-demand. For details, contact IDG Global Knowledge Exchange Director **Julie Lynch** at julie_lynch@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

18

Patrick Gorman *IDC*

15

Piper Fowler Sheer *IDG Communications*

12

Bob Melk *CXO Media*
Meridith Levinson *CXO Media*
Sandra Andersson *IDG Sweden*

11

Eleanor St. Louis *CXO Media*
Kimberly Muri *IDG World Expo*
Albert Pang *IDC*
Frank Hare *IDC*

9

John Gole *IDC*

8

Gábor Marosvári *IDC Hungary*

7

Elissa Simpson *IDC U.K.*
Sander van de Graaf *IDG Netherlands*

6

Jeanne Lee *IDC*

5

Ellen Moorehead *IDG World Expo*
Charles Harris *IDC*

4

Andrew Widjaja *IDG Australia*
Skanthan Thirunavukkarasu *ITWorld Canada*
Noris Rodriguez *IDC*

3

Kandavel Odathurai Maruswa *IDC CCR India*
James Lee *IDG Global Solutions*

2

Fion Chua *IDC Singapore*
Balasubramanian Seshadri *IDC CCR India*
Daniel Hunt *CXO Media*
Shinichi Sugimoto *IDG Japan*
Julie DeVille *ITWorld Canada*
Alaa Hilwa *IDC*
Douglas Parker *IDC*
Bruno Freitas *IDC Brazil*

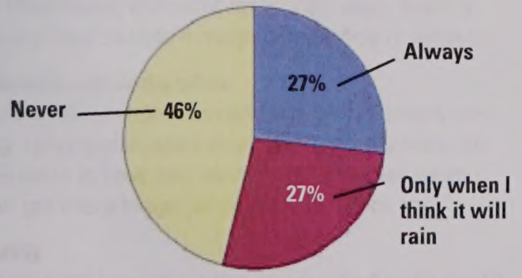
1

Rahul Buddhasena *IDC CCR India*
Justin Ee *IDC Malaysia*
Mei Yong Poh *IDC Malaysia*
Alan Tang *IDC Malaysia*
Peter Macaulay *IDC New Zealand*
Gwenn Weiser *CXO Media*
Theodore Marron *IDG Syndication and Networks*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

Question of the Week results for Nov. 9

When do you put an umbrella in your briefcase?



Log on to www.idgcentral.com to vote on this week's question:
How many contacts do you have on LinkedIn?

One on one

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mentation. ARN's team is headed by Associate Publisher **Jessica Ross** and Editor **Nadia Cameron**, and with them I aim to ensure that ARN meets its business objectives and manages to do so with a sense of fun and teamwork.

Q **How has the current economic climate affected your publications and events? What have been your most innovative strategies to weather the downturn?**

A We managed to weather the global financial crisis relatively well, although the economic climate, plus media trends, really weakened our print position. Still we grew online traffic by 95% and revenues by 18%. ARN was the strongest performing brand in IDG Australia last fiscal year, despite the pressures we faced — and continue to face — in print. We did this by ensuring strong yields and staying very close to our customers. Sales staff went above and beyond to develop marketing strategies for our clients, and editorially we turned our audiences into our communities by opening up forums and encouraging their "fight back" stories of how they succeeded in difficult financial times. Our future growth is fortunately tied to online and events, and last year we significantly increased profitability in both of those areas. WU

Coming up

Unified Communications and Collaboration Conference 2009
An IDC U.K. event
Nov. 19
London
www.idc.com

Business Continuity Management Conference & Expo 2009
An IDG Japan event
Nov. 27
Tokyo Midtown Hall
Minato-ku, Tokyo
idg.co.jp/english

IDC Brazil Information Security Seminar
Nov. 24
Recife, Brazil
www.idc.com

SaaS World/Tokyo 2009
An IDG Japan event
Dec. 8-9
Grand Prince Hotel Akasaka Hall
Minato-ku, Tokyo
idg.co.jp/english

IT Roadmap Conference & Expo
A Network World event
Dec. 10
Moscone Center South
San Francisco
www.networkworld.com/events/

CIO Perspectives "Local Connections on Global Issues"
Dec. 9
Los Angeles
www.cio.com

IDG Professional
Internal training program for high-potential and high-performing individual contributors
Jan. 13-14
Boston
Contact: laurie_butson@idg.com

Macworld 2010
An IDG World Expo event
Feb. 9-13
Moscone Center
San Francisco
www.idgworldexpo.com

celebrating 10!

Name
Francis J. Hare

Home
Everett, Mass.

Joined IDC
October 1998, as a system administrator.

Current title, what my job involves
Principal Systems Administrator. I maintain the Web infrastructure that underpins most of our public facing Web presences including idc.com, idctracker.com, ftp.idc.com, the various Insights sites, as well as many of the country level sites (Canada, France, Germany, U.K., etc.). As well, I assist in maintaining some of the various IDC internal application infrastructures.

Most challenging part of my job
Interfacing with business owners and trying to come to a common ground between what can be done, what must be done, and at what cost. Often in IT, things that appear to be simple to an outsider are extremely complicated beneath the covers. Sometimes the reverse is true.

Best part of my job
The vast majority of the people I work with at IDC are a pleasure to work with. They are smart, professional, and all around just great people. I am constantly challenged technically. I really do love working with technology to solve problems, and IDC gives me the opportunity to stay current and explore technologies.

Job perk
Access to new technology. We are often the first to see and evaluate new things.

What's kept you at IDG for 10 years?
The people, the challenges, and the company itself is a great company to work for.

One thing you've learned during your tenure at IDG
Only one? I guess the immense importance of communication to the success of any endeavor.

What I'm doing to be a better employee
In these tough economic times, I am really looking hard at cost savings through compacting IT systems.

Interests outside the office
I am an avid reader. I always have several books going. I play guitar, and I also build custom guitars, at this point in time only electric, but someday when I can get into a bigger workshop, acoustics, too.

Family
I have been happily married to my wife Patricia for 10 years, and I have two great kids: Kevin who is 5, and Elaine who is 25.

*IDC's **Frank Hare** (l) was the guest of IDG Chairman **Pat McGovern** at a recent dinner honoring his decade of service to the company.*

What talent do you wish you had
I guess I would wish to be a better guitarist than I am. I am good enough to know exactly how bad I am, and how very good the best are.

First job?
My first full-time job was re-manufacturing stand-up coin-op video games (turning a Defender into a more modern game like a Track and Field or Punch Out) at a little place called Funtime Inc. in Winchester, Mass.

What it taught you?
You could love your job and still get paid!

Favorite celebrity encounter
Ex-Boston Bruin Bob Sweeney once bought me a cocktail at a party we were both at. Not very exciting is it? My wife used to work at the Jimmy Fund, and she knows Mike Andrews (ex-Red Sox and current Jimmy Fund executive) well. I've met and talked to him a few times.

Manager's profile
"Frank's commitment to the running of IDC's server infrastructure and customer-facing Web presence is unmatched. Frank is amongst the strongest technical performers in the IT group, his knowledge and on the job experience is invaluable to IDC. As principal systems administrator, Frank is called on to consult with IDC's development teams and product management. His input into systems design and his understanding of IDC's overall technical architecture is sought by colleagues worldwide."

— Joe Howard, director of IT, IDC

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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IDG Strategic Marketing Services

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International Data Group is the world's leading technology media, events, and research company. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers. Media brands are in more than 90 countries and include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. The company's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, OpenSource World, E3 Expo, DEMO, Storage Networking World, and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. Additional information is available at http://www.idg.com.

IDG WorldUpdate

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PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

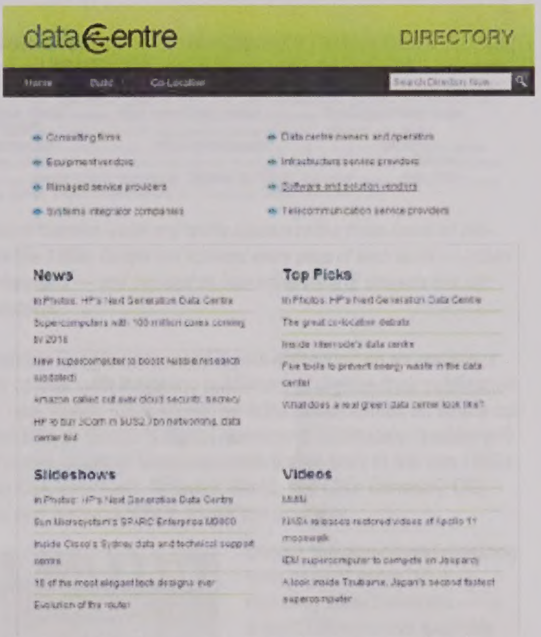
CW Australia fills market gap with Data Centre Directory

Clients are empowered to keep their online listings up to date

Computerworld Australia has drawn local IT industry attention with this month's launch of its Data Centre Directory. The annual print and online resource lists the majority of the country's data center vendors and database-storage service providers. The directory also brought in A$80,000 (US$75,000) in additional revenues.

"The data center is at the heart of all things ICT," said IDG Australia Associate Publisher **Helen Hall**. "Choosing a data center partner — usually a relationship that is maintained for years, if not decades — is no easy task." She said that Australia had only "a patchwork of resources" on the country's data center industry, and CW's staff decided that the time people spent searching for providers would ultimately be better spent evaluating them. "Our resource provides Australian IT managers and professionals with a single place to search for data center partners," she said.

With the directory users can research consulting firms, software and equipment vendors, service providers, systems integration firms, data center owners and operators and infrastructure and telecommunications service providers.



- Consulting firms
- Equipment vendors
- Managed service providers
- Systems integrator companies
- Data centre owners and operators
- Infrastructure service providers
- Software and solution vendors
- Telecommunication service providers

News

In Photos: HP's Next Generation Data Centre

Amazon called out over cloud security secrecy

Top Picks

In Photos: HP's Next Generation Data Centre

The great co-location debate

Five tools to prevent energy waste in the data center

What does a real green data center look like?

Slideshows

In Photos: HP's Next Generation Data Centre

Inside Cisco's Sydney data and technical support centre

Evolution of the router

Videos

NASA releases restored videos of Apollo 11 moonwalk

The Data Centre Directory was designed as an integrated media resource made up of a print directory, a fully searchable Web site and an e-zine digital version of the print edition.

continued on page 4

Inside this issue

Major university votes PC World Turkey best local IT publication *page 2*

Macworld DEMO: Best of Show to debut at Macworld 2010 *page 2*

IDG Enterprise titles preserved in searchable Google magazine archive *page 2*

One on one: IDC President and CEO Kirk Campbell *page 3*

Celebrating 10: IDC's Jason Gould *page 8*

PCtipp's online shopping site expands beyond IT offerings

IDG Switzerland's PCtipp this month launched an online shopping section that features far more than the usual laptops, peripherals and repair services and looks to be a promising new source of revenue for the company. Readers can now visit the site's Onlineshops (www.pctipp.ch/onlineshops) section to purchase such out-of-category items as wine, cheese, personal electronics, and other luxury goods. "We know our readers have a high affinity for online shopping," explained IDG Switzerland Country Manager **Michael Hermann**, "and this section was very easy to implement and sell."

*Telephone Sales Manager **Christoph Mayer** (l), and Webmaster **Marius Flückiger**.*

continued on page 5

IDG Denmark takes no risk in new bookselling venture

IDG Denmark sold its books division in 2003, but the company recently started up a new books project with an affiliate business model that eliminates financial risk to IDG.

Bundgaard

The online book shop, http://shop.computerworld.dk, debuted Oct. 1 with IT books from Libris, which, interestingly, is the company that bought IDG Denmark's books division. Management books from publisher Birmar came online in early November. IDG Denmark handles the payment transaction, the publisher receives the order directly into their online system, and the publisher's distribution partner packs

continued on page 5

in brief

Major university votes PC World Turkey best local IT publication

IDG International Publishing Services VP/Licensing and Operations ***Jim Sullivan*** *(left) recently visited Istanbul and met with Dunya Group of Companies CEO* ***Erdem Top****, who holds PC World Turkey's award.*

PC World Turkey has been voted Turkey's No. 1 IT publication by Fatih University and College in Istanbul, which is one of the country's largest private universities.

The institution recently conducted a survey among students and faculty to determine their favorite IT publication, show, Web site and news program. PC World Turkey came away with the best IT publication of the year award, with many voters calling PCW Turkey "far more innovative" than the rest of the magazines, said Dunya IT Publications Director **Engin Gedik**.

PC World Turkey has been published by Dunya Group of Companies under license to IDG since 2006. It currently has a circulation of 30,000.

Write to egedik@dunya.com. WU

Macworld DEMO: Best of Show to debut at Macworld 2010

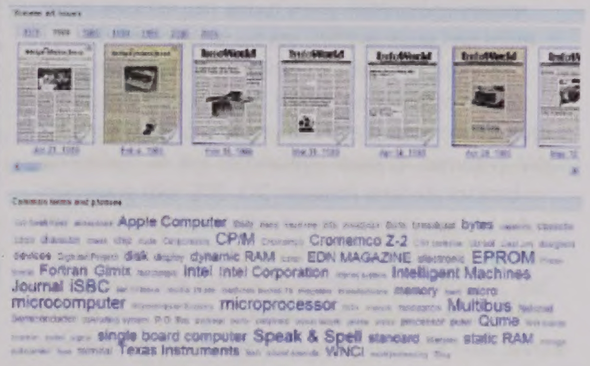
IDG World Expo continues to roll out innovations for its upcoming Macworld 2010, the latest being Macworld DEMO: Best of Show, a collaboration between World Expo, DEMO and Macworld magazine.

The new award program will highlight six companies offering the best new products for the Apple market during a presentation hosted by **Matt Marshall**, editor and CEO of Venture Beat and the new executive producer of DEMO. In traditional DEMO fashion, each of the six selected companies will give a six-minute demonstration of its product at the Macworld DEMO: Best of Show Feature Presentation, on Feb. 11. In keeping with DEMO tradition, no PowerPoint presentations will be allowed. Macworld 2010 takes place Feb. 9-13, in San Francisco.

"DEMO has long served as the premier platform for companies — from well-known players to worthy start ups — to launch their products and garner recognition for their innovations," Marshall said. "Macworld DEMO: Best of Show brings together the DEMO team, skilled in finding the best of what's next; the experts at Macworld, who have unmatched insight into the Mac products platform; and Macworld 2010, the largest gathering of Apple-related product users."

More information is available at www.macworldexpo.com. WU

IDG Enterprise titles preserved in searchable Google magazine archive



A tag cloud of common words and terms appears below these issues of InfoWorld from the 1980s. Google has scanned every page of each issue — including advertisements — and included an interactive table of contents and full search capability.

Last December Google announced it was embarking on an ambitious project to partner with magazine publishers to digitize their publication archives. Last month, IDG's enterprise titles joined almost 90 others currently available on Google's digital newsstand. Ultimately, readers will be able to scan issues of Computerworld dating back to the late 1960s as well as CIO, InfoWorld, Network World, and CSO. Currently, CIO, InfoWorld and Network World issues are available.

IDG WORLD UPDATE

IDG Central Services Facilities Coordinator ***Luis Ibarra*** *said it took him about a month to track down close to 1,390 back issues of InfoWorld.*

Google is scanning and digitizing each page of every issue — including advertisements — in a searchable archive available on Google Books. Each magazine contains an interactive table of contents with links to specific article pages. Users can also consult a tag cloud of common terms from the magazine that appears when they search the entire archive of a particular title.

"The real value of this project to IDG is in having the content of our Enterprise publications — going back decades — preserved for all time, and accessible to researchers and historians around the world," noted **Matt Smith**, senior VP, COO, IDG Enterprise.

IDG staff charged with the daunting task of hunting down complete archives of these titles included **Luis Ibarra**, facilities coordinator, IDG Central Services; **Mark Anderson**, business services supervisor, IDG Enterprise; and **Michele Wescott**, facilities coordinator, IDG Enterprise Services Group. Ibarra said he was able to track down almost every single issue of Infoworld, including its first, launched in December 1978 and its last, which was printed in April 2007, but it wasn't simple. While most of the issues were housed in the InfoWorld library, others required hunting through boxes in storage and raiding editors' collections.

To access the archive, visit http://books.google.com and click on the see all magazines link. For more information, contact Matt Smith at msmith@idgenterprise.com. WU

one on one the interview

Kirk Campbell
The president and CEO of IDC is this week's columnist. Reach him at kcampbell@idc.com.

"IDC in recent months has won a number of six and seven figure "market model" consulting projects with leading technology vendors standardizing on IDC data and relying on our company as their critical market metrics provider. We believe that this type of consulting work will be a key area of growth for IDC during FY 2010."

Q What is the outlook for 2010, and what are IDC's priorities for the new year?

A All indicators are that 2010 will be a recovery year for the worldwide economy. The latest data from Consensus Economics, which averages the forecasts of leading economists, shows that the U.S. economy should grow by 2.6% in 2010 compared to a 2.5% drop in 2009. Their current forecast is that the worldwide economy will grow in 2010 by almost 3% versus a decline of more than 2% in 2009. IDC's research analysts are collectively forecasting a recovery in 2010 information technology spending with a 2.5% increase in North America and over 3% IT growth worldwide.

Companies worldwide are now actively positioning themselves so that they can obtain maximum benefit from the improving economic conditions. IDC's top priority for FY 2010 is to increase our contacts and interactions with clients and prospects so that we can provide these companies with active assistance as they pursue their market growth opportunities. IDC now offers a complete range of research and services to meet the needs of technology companies as they do their market assessment, planning and development, competitive analysis, positioning and messaging, develop channel strategies and go to market. We need to make sure that more technology companies know about and benefit from IDC's complete range of research and services.

IDC's goal during 2010 is to return to sales growth and expand our client base. The IDC Insights companies, which provide industry-focused technology research and advice, should achieve strong growth as we sign up new end-user clients. IDC's business with technology vendors also will increase as more companies take advantage of IDC's complete range of services and we expand our reach into new job functions and new budgets.

Q What are the technology growth trends for the emerging geographic markets, and how is IDC positioned to take advantage of these trends?

A The emerging markets consisting of five key regions, Asia Pacific (excluding Japan), Russia and Eastern Europe, Latin America, the Middle East and Africa, only make up about 22% of current worldwide IT spending. However, these regions collectively represent a large amount of the future growth opportunity for technology vendors. IDC forecasts that 54% of the net new IT spending between 2010 and 2014 will take place in the emerging markets. This represents $367 billion in new IT spending over four years occurring in these dynamic regions.

As a result, the emerging markets are a top priority focus area for just about every technology vendor. Technology companies are shifting more and more resources and investments to driving growth in emerging markets. IDC has by far the best market intelligence and advisory services related to "growth countries" of any technology research company. We now have over 375 IDC research analysts located in the emerging markets who are identifying and advising technology clients on their optimum growth opportunities. We believe that the IDC Asia/Pacific, IDC CEMA and IDC Latin America regional business units will achieve healthy growth rates over the next several years as a result of this increased focus on emerging markets by technology vendors.

Q Which IDC product line has recovered fastest from the impact of the recession?

A One of IDC's major product lines which was most impacted by the recession in the first half of FY 2009 was our consulting and custom research business. Many clients were reluctant to sign off on new consulting projects during the period of high uncertainly when the financial crisis struck last fall. As we moved into the second half of FY 2009, clients started signing up for consulting projects that had been postponed. In fact, the period from April through September 2009 was our strongest sales month ever for worldwide consulting projects.

The recession has forced technology companies to focus even more on measuring their business success and market share. In addition, leaders at technology companies are demanding that their managers work with only "one source of the truth" in terms of critical market data. More and more leading technology companies are turning to IDC to provide them with comprehensive market metrics which they can use to measure their business success, incent their managers and make key decisions. IDC in recent months has won a number of six and seven figure "market model" consulting projects with leading technology vendors standardizing on IDC data and relying on our company as their critical market metrics provider. We believe that this type of consulting work will be a key area of growth for IDC during FY 2010.

IDC, in cooperation with our IDC Government Insights business unit, also has been making excellent progress in winning many more consulting projects from national governments and this is another major

continued on page 6

Data Center

continued from page 1

The Data Centre Directory was designed as an integrated media resource made up of a print directory, a fully searchable Web site and an e-zine digital version of the print edition.

The print directory was sent to the CW Australia subscriber base of 8,000 with its Oct./Nov. issue. "The e-zine is just another way for readers to consume the product and adds another dimension to the directory," Hall said. "We launched all three versions at the same time, ensuring we got maximum coverage and noise in the market." (The online directory can be found at www.computerworld.com.au/section/data_centre.)

(L-R): Web Developer **Duncan Maitland**, Graphic Designer **Vanessa Lyons**, Associate Publisher **Helen Hall**, Senior Developer **Caleb Brown**, Graphic Designer **Kalvin Tse**, Editor **Trevor Clarke** and Deputy Editor **Georgina Swan**.

Asked why IDG Australia would produce a print directory in an online age, Hall said, "Why not? As an annual print resource it provides a point of difference and longevity to advertisers and readers. Marketers still value print, readers still value print, plus it adds a dimension to the total offering of the resource that enabled a premium to be attached to it. We still live amongst baby boomers and Gen-Xers; there is a place for print."

IDG Australia monetizes the project in a number of ways. IT vendors that pitch their products to the data center market can buy a listing for A$1,500 ($1,400) in the print and online directories, as well as the e-zine, consisting of a 300-word description of their products in the print and e-zine directory (there is no word limit in the online version). "This provides them with a platform to outline their expertise as an IT partner and an opportunity to differentiate themselves by aligning their brand and products against targeted content and therefore a targeted audience of Australia IT managers," Hall explained

Vendors can also buy ads on the directory's site as well as full-page ads in the print directory. "The catch is that they can only buy the ad pages in the print directory and online if they took a listing," she said.

Hall added that "the beauty of this resource is that we have put the responsibility onto the clients to ensure their information is kept current." Once a client buys a listing, they are given a site log-in and password to upload their information. "They can log in at any point to update their information over the course of the year," Hall said.

Computerworld Australia is marketing the online directory with traffic drivers across the CW site. "We're also running some targeted direct marketing e-mail blasts and optimized the directory for search engines," Hall added.

Some major Australian vendors did not buy listings in the directory as "they were not prioritizing their marketing spend across their data center business, products or services at this time," Hall said. "We put together a vehicle that provides an amazing environment for those vendors that do wish to market their expertise around the data center and, given the discussions right now on reducing IT costs, driving efficiencies and addressing energy consumption, the data center is receiving a lot of attention. The Data Centre Directory is a resource that is full of those businesses that value the data center marketplace."

The directory also addresses a few key editorial issues surrounding data centers, including an overview of Australia's data center landscape plus a discussion of the greening of data centers. "With such topical and well-written editorial the directory becomes an engaging read for the end user," Hall said.

Hall oversaw the project but said, "As with everything we do, there was a team involved in pulling the resource together. Behind the scenes our editorial team at Computerworld, our online development team and our graphics teams all rolled up their sleeves and played a part in making this resource a reality."

Contact Helen Hall at helen_hall@idg.com.au. WU

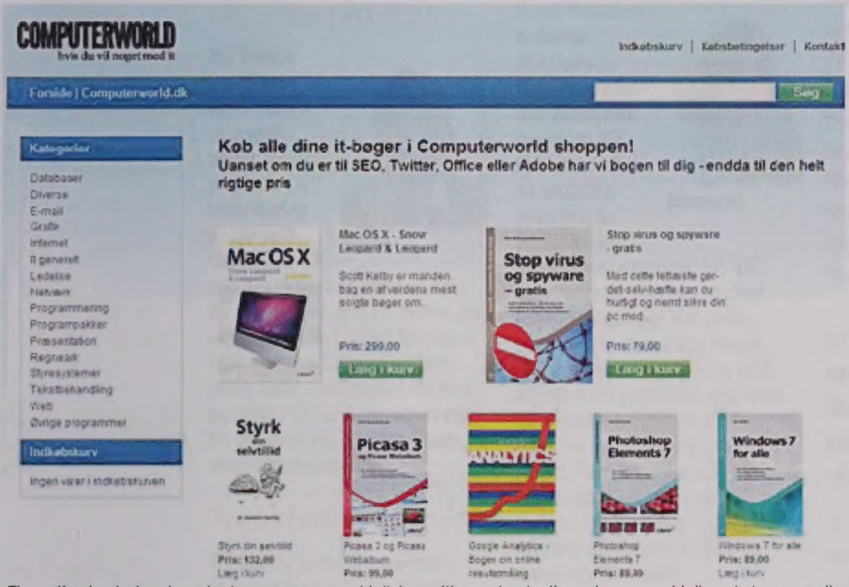
IDG Australia's brand portfolio

- Australian Life Scientist
- Australian PC World*
- Australian Reseller News
- Australian GamePro*
- CIO Australia
- Computerworld
- CSO
- Good Gear Guide*
- Information Age
- TechWorld*

*online only

Books

continued from page 1



COMPUTERWORLD
hvis du vil noget med it

Indkøbskurv | Købsbetingelser | Kontakt

Forside | Computerworld.dk

Søg

Kategorier

Databaser
Diverse
E-mail
Grafik
Internet
It generelt
Ledelse
Netværk
Programmering
Programpakker
Præsentation
Regneark
Styresystemer
Tekstbehandling
Web
Øvrige programmer

Indkøbskurv

Ingen varer i indkøbskurven

Køb alle dine it-bøger i Computerworld shoppen!
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Scott Kelby er manden bag en af verdens mest solgte bøger om...

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Photoshop Elements 7
Pris: 89,00

Windows 7 for alle
Pris: 89,00
Læg i kurv

The online book shop launched on computerworld.dk but will soon be duplicated on pcworld.dk and eksperten.dk.

and sends the requested title. IDG Denmark receives a rebate of 35% of the cost of each book from the publisher.

"We will never see or touch the books," said IDG Denmark Commercial Director **Karsten Bundgaard**, noting that the risk in the company's earlier venture came from having responsibility for unsold book inventory. "We can run this business without any fixed costs, and with the right set-up this is a 100% automatic business. Our key competence in this case is our ability to address the target group."

In the next few weeks, IDG Denmark will replicate the book shop on PCworld.dk and Eksperten.dk, its site for technical specialists, which will contain the same book content but with a different "skin" to align with the PCW and Eksperten brands.

Bundgaard said he expects the shop, which has sold multiple books daily since the beginning, to quickly expand with more publishers and product lines. "There's no reason we shouldn't sell special offers on a Lexmark printer, or business travel to the Cebit trade show. We can handle almost anything, as long as the business model can be used."

IDG Denmark is promoting the shop in e-newsletters, banner ads and boxes on Computerworld.dk. Bundgaard said he expects the shop to make a "considerable contribution to our online business," estimating turnover in FY011 to be no less than $100,000. WU

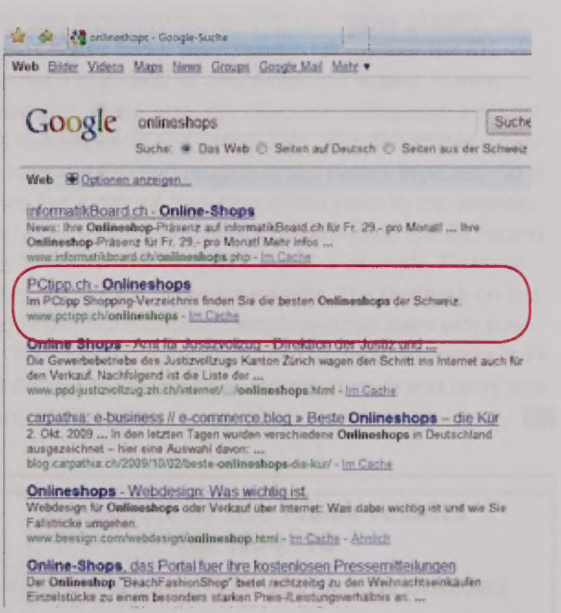
PCtipp

continued from page 1

IDG Switzerland Webmaster **Marius Flückiger**, programmed the function himself with a minimal investment of just US$2,000. Clients can purchase one of two packages: their logo with a link to their site (CHF 600, US$593) or their logo, a short description of their site and a link (CHF1,100, $1,087). The listing and the link will remain live for one year. Telephone Sales Manager **Christoph Mayer** sold 25,000 Swiss francs ($24,704) worth of advertising in the first two weeks. With between 2,000 and 4,000 online shopping sites in Switzerland, Hermann said, "we have the potential for some very high revenue." Hermann said they are targeting minimum sales of CHF40,000 ($39,526) to CHF60,000 ($59,290) by December and CHF100,000 ($98,802) by the end of next year.

Among the selling points to potential advertisers in this new section are PCtipp.ch's high Google rankings, the 700,000 unique clients the site attracts each month, and the plan to promote the site to the 321,000 PCtipp print readers.

Hermann said they will continue to enlarge the scope of the advertising appearing in this section, accepting anything they feel would appeal to their mostly male



onlineshops - Google-Suche

Web Bilder Videos Maps News Groups Google Mail Mehr ▾

Google onlineshops Suche

Suche: ● Das Web ○ Seiten auf Deutsch ○ Seiten aus der Schweiz

Web Optionen anzeigen...

informatikBoard.ch - **Online-Shops**
News: Ihre **Onlineshop**-Präsenz auf informatikBoard.ch für Fr. 29.- pro Monat! ... Ihre **Onlineshop**-Präsenz für Fr. 29.- pro Monat! Mehr Infos ...
www.informatikboard.ch/**onlineshops**.php - Im Cache

PCtipp.ch - **Onlineshops**
Im PCtipp Shopping-Verzeichnis finden Sie die besten **Onlineshops** der Schweiz.
www.pctipp.ch/**onlineshops** - Im Cache

Online Shops - Amt für Justizvollzug - Direktion der Justiz und ...
Die Gewerbebetriebe des Justizvollzugs Kanton Zürich wagen den Schritt ins Internet auch für den Verkauf. Nachfolgend ist die Liste der ...
www.ppd.justizvollzug.zh.ch/internet/.../**onlineshops**.html - Im Cache

carpathia: e-business // e-commerce blog » Beste **Onlineshops** – die Kür
2. Okt. 2009 ... In den letzten Tagen wurden verschiedene **Onlineshops** in Deutschland ausgezeichnet – hier eine Auswahl davon: ...
blog.carpathia.ch/2009/10/02/beste-**onlineshops**-die-kur/ - Im Cache

Onlineshops - Webdesign: Was wichtig ist
Webdesign für **Onlineshops** oder Verkauf über Internet: Was dabei wichtig ist und wie Sie Fallstricke umgehen.
www.beesign.com/webdesign/**onlineshop**.html - Im Cache - Ähnlich

Online-Shops, das Portal fuer ihre kostenlosen Pressemitteilungen
Der **Onlineshop** "BeachFashionShop" bietet rechtzeitig zu den Weihnachtseinkäufen Einzelstücke zu einem besonders starken Preis-Leistungsverhältnis an. ...

PCtipp's Onlineshops showed up 22nd in a Google search of online shopping sites last week.

(80%) audience, with the exception of links to erotic shops. Other likely categories include sports and hobbies, fashion, photography, music, video and more.

For more information, contact Michael Hermann at michael.hermann@idg.ch. WU

noteworthy people

New employees

IDG WORLD UPDATE

Ralph

PC World has hired **Nate Ralph** as a staff editor. He was previously a contributing writer with Game|Life and has done freelance writing for Gadget Lab and PC World. He holds a B.A. in English literature from Pomona College in Claremont, Calif., and enjoys reading, building PCs "and the occasional bit of electronic gaming." *nate_ralph@pcworld.com*

Transfers

Mosconi

Previously personal assistant to recently retired IDC International President **Roberto Masiero** in Italy, **Alessandra Mosconi** moves to **IDC U.K.** in London as executive assistant to **Philippe de Marcillac**, executive VP, IDC International. She has studied foriegn languages and political science, enjoys spy novels and poetry and socializing with friends over good food and wine. Alessandra organized the farewell party for Roberto before leaving Milan. "Very emotional," she said, "because it was also my last day in Italy. The next day I started my new adventure in the U.K." *amosconi@idc.com*

Who's Who in Business Publishing names five from IDG to annual list

BoB Media Business magazine named five IDG executives to its annual list, Who's Who in Business Publishing. This is the largest number of IDG representatives to appear since this list began five years ago; no other company had as many this year. More than 100 media executives appear on the 2009 list.

The IDG executives are as follows, along with a short excerpt from their profile:

B2B MEDIA Business
Who's Who in Business Publishing
Page 18

Bob Carrigan, CEO, IDG Communications
Carrigan presides over a company that continues to transform itself. While it maintains a stable of leading tech publications, IDG has, perhaps more effectively than any other legacy print publisher, embraced the changes brought by the Internet.

Mary Dolaher, CEO, IDG World Expo
Dolaher oversees IDG's events arm, which produces E3 Expo, a video game industry show; the Macworld Conference & Expo; Open Source World; and Cloud World.

Michael Friedenberg, president & CEO, IDG Enterprise
He has focused on building a digital-centric organization that includes lead generation, social media, mobile, research and events.

Pat McGovern, chairman, IDG
IDG is a leader in its push for digital revenue, in its lead-generation capabilities through IDG Connect and in ad networks, with the creation of the IDG TechNetwork.

Matthew Yorke, president, IDG Strategic Marketing Services
Yorke championed the Amplify online ad unit, which is designed to connect a marketer's message with social media.

To see the full list go to http://tinyurl.com/yarmdel. WU

One on one

continued from page 3

area of growth. In particular, IDC's Middle East team has won a number of important IT consulting projects with different Arab governments. IDC Asia/Pacific has won critical national consulting projects in Taiwan and Malaysia, while our China business unit is winning key contracts with Chinese cities that aim to expand their attractiveness as IT centers. Finally, IDC EMEA is winning major consulting projects with the European Commission. So IDC's reputation as a reliable consulting provider to governments is strengthening, which means that we will see even more growth in this area during 2010.

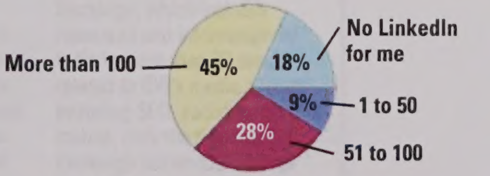
Q **Earlier this year the vertical markets Insights companies were rebranded to more closely align them with the IDC name. Can you briefly explain the rationale for this move, and what have been the results of that change?**

A When IDC first developed in 2002 its strategy to grow its end-user client base by launching separate research business units focused on key industries, we thought it was important to establish a separate brand, Insights, for IDC's end-user customers. The use of the Insights brand allowed IDC to emphasize to our prospective customers that these were standalone, industry-focused business units with dedicated teams to best serve the needs of technology buyers and users.

As we have expanded our Insights businesses globally, our end-user clients and prospects have told us that the IDC brand has a high level of awareness and respect in every country that we sell into. We often are selling both Insights and IDC research to end-user clients, so it also makes it easier to have the IDC and Insights brand names together. So it seemed like a natural transition at this point in the development of our Insights businesses to simply add the IDC brand name in front of the Insights name. For example, Financial Insights became IDC Financial Insights. The feedback on the change from our clients and employees has been very positive. Our Insights businesses in the U.S. grew their sales in FY 2009 despite the recession as more and more end users sign up with IDC Insights. WU

Question of the Week results for Nov. 16

How many contacts do you have on LinkedIn?



Log on to www.idgcentral.com to vote on this week's question:
How many TVs are in your house?

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Annika Svanström *IDG Sweden*
Sally Reinfeld *IDG*

20
Susan Middleton *IDC*
Elizabeth Heichler *IDG News Service*

15
Timothy Greene *Network World*

14
Deborah Lovell *Network World*

13
Paul McNamara *Network World*

10
Neil Bennett *Digit U.K.*
Tom Kroon *Online Publishing Group*

9
Robert Swiniarek *IDG Poland*
June Harmon *IDG Denmark*

7
Susan Law *IDG*
Lincoln Lee *IDC Malaysia*

6
Michael Hennessey *IDC*

3
Elzbieta Olszewska *IDG Poland*
Ray Anderson *Online Publishing Group*

2
Martin Hellson *IDG Sweden*
Caleb Brown *IDG Australia*
Christine Celli *CXO Media*

1
Tony Tan *IDC China*

Any business unit wishing to have its employees' anniversary dates listed in this column may send information to world_update@idg.com.

Buy, sell and swap on IDG Central

If you've recently looked in your garage, basement or coat closet and thought, "I should sell some of this stuff!" and if the thought of organizing that made you want to take a vacation, then **IDG Central's Marketplace** section of classified ads may be the solution for you.

The Marketplace section has post-it-yourself classified ads that can be accessed by IDG employees worldwide. Current ads include vacation rentals in New Hampshire and Cape Cod and people looking to share commuting rides. Employees can also post For Sale and Wanted ads, as well as ads for pen pal and summer student exchanges.

Go to www.idgcentral.com and click on the People tab at the top of the page and then Classified Ads.

Coming up

Business Continuity Management Conference & Expo
An IDG Japan event
Nov. 27
Tokyo Midtown Hall
Minato-ku, Tokyo
www.idg.co.jp/english

Business Clarity in the Financial Services Industry
An IDC event
Dec. 3
Oriental Hotel
Lagos, Nigeria
www.idc-cema.com

IDC's Storage, Virtualization and Managed Services Roadshow
Dec. 7
Shangri La Hotel
Abu Dhabi
United Arab Emirates
www.idc-cema.com

IDC's IT Managers Forum & Expo 2009 Making IT Matter: Finding Opportunities and Defining Value Conference
Dec. 7
Hilton Hotel
Nicosia, Cyprus
www.idc-cema.com

IDC's Powering the Enterprise Cloud
Dec. 8
Shangri-La Hotel
Kuala Lumpur, Malaysia
www.idc.com.my

Managing Finances in IT Workshop
An IDC event
Dec. 8-9
Bucharest, Romania

SaaS World/Tokyo 2009
An IDG Japan event
Dec. 8-9
Grand Prince Hotel Akasaka Hall
Minato-ku, Tokyo
www.idg.co.jp/english

IDC Storage, Virtualization and Managed Services Roadshow
Dec. 9
Royal Mansour Meridien
Casablanca, Morocco
www.idc-cema.com

IDC Business Intelligence Roadshow: Right Key to Your Data Fortress Conference
Dec. 9
Hyatt Regency
Istanbul, Turkey
www.idc-cema.com

IT Roadmap Conference & Expo
A Network World event
Dec. 10
Moscone Center South
San Francisco

CIO Perspectives: Local Connections on Global Issues
A CXO Media event
Dec. 9
Los Angeles

IDC Storage, Virtualization and Managed Services Roadshow
Dec. 13
Four Seasons Hotel
Riyadh, Saudi Arabia
www.idc-cema.com

Sign up for the New Products newsletter

Julie Lynch, director of the IDG Knowledge Exchange, has a new blog on IDG Central that will update employees on efforts made to cross-pollinate IDG's businesses with great ideas.

She has also recently started a monthly New Product/New Revenue e-newsletter for business unit leaders and other interested employees that highlights new ideas around the company and provides updates on the activities of the IDG Worldwide Technology Council, a forum for sharing code and technical expertise. To subscribe to the newsletter, write to julie_lynch@idg.com.

For more on the IDG Knowledge Exchange, which includes resources and information by topic in more than 20 areas related to IDG's media business, including SEO, social media and mobile, click the Knowledge Exchange tab on IDG Central (www.idgcentral.com).

celebrating 10!

Name
Jason Gould

Home
Boston, Mass.

Joined IDC
January 1999. Copy Editor.

Career path
Production coordinator, traffic manager, manager, Graphics Services; director, Publishing Operations.

Current title
As the Director of Publishing Operations, I direct the IDC U.S. local and offshore (CCR/Bangalore) publishing staff, facilitate the execution of worldwide publishing strategy, and oversee the development and delivery of analyst publishing tools and templates, sales force materials, and new customer deliverables.

Latest accomplishment
I recently completed my certification as an Anger Management Educator so that I may assist youth and adults to deal safely and constructively with anger issues that may arise in their relationships at school, at home, and in their day-to-day social interactions.

I joined IDC because
After serving for several years as a tactical signals intelligence officer in the United States Marine Corps, I decided that I wanted to put the degrees in journalism and English, which I had earned back in college, to good use.

Best way someone could compliment me on my work
Give recognition where it is due by congratulating and rewarding the efforts of the people on my team. I do my best to remove obstacles and provide guidance, but, honestly, I do as much as possible every day to get out of the way so that the work gets done.

Interests outside the office
Writing, martial arts, community service/activism.

Family
My wife Joy and I have a daughter, Ava, who is 3. She's my hero.

Most rewarding thing I've ever done
Become a father. Now that I understand first-hand what they did for me, I love and appreciate my parents more and more every day. As a parent, all of the little gifts that life presents have so much more meaning that it's really very hard to get upset at the small stuff.

Jason Gould (l) was the guest of IDG Chairman Pat McGovern at a dinner honoring his decade of service to IDC.

Last good deed
I recently organized a fund raiser to benefit the Defeat Diabetes organization (www.defeatdiabetes.org), and with a group of friends, I helped to plant some 200 daffodil bulbs in a vacant green space in the city. I'm currently collecting food items for homeless families in Boston to help make their holidays a little brighter.

First job?
Dishwasher. It's the most important job in any restaurant: If the dishes and silverware aren't clean, it doesn't really matter how good the ambiance, food, or service are.

Most prized possession
My integrity.

What others can't tell just by looking at me
I know the names and beauty marks of the entire cast of characters of the "My Little Pony" universe. (Pinkie Pie is my favorite!)

Manager's profile
"Jason's contributions in facilitating business processes have been a great benefit to IDC worldwide. He has led many projects including the 40 Years of IT White Paper, incorporating the IDC Insights businesses into the authoring process, and he has nurtured the editorial and graphics teams here and in our CCR Bangalore office. Most importantly, he is a man of integrity, intelligence, and grace, and I'm fortunate to participate in his career."

— Cindy Derby, vice president, publishing, IDC

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

Karsten Bundgaard *IDG Denmark*
Kirk Campbell *IDC*
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Helen Hall IDG Australia
Michael Hermann *IDG Switzerland*
Howard Sholkin *IDG Communications*
Matt Smith *IDG Enterprise*
Jim Sullivan *IDG International Publishing Services*

IDG WorldUpdate

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International Data Group is the world's leading technology media, events, and research company. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers. Media brands are in more than 90 countries and include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. The company's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, OpenSource World, E3 Expo, DEMO, Storage Networking World, and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. Additional information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

IDG Sweden adopts IDG Enterprise online eGuide idea

Inexpensive sponsored PDFs of repurposed content drive lead generation

IDG Sweden recently took an IDG Enterprise U.S. idea and ran with it all the way to the bank.

An interactive eBook

ENTERPRISE SECURITY

COMPUTERWORLD InfoWorld

2. Enterprise Data Security: Definition and Solutions

4. Seven Practical Ideas for Security Awareness

6. Recession Makes Identity and Access Management Crucial

8. Reputation Scoring Changes the Enterprise Security Game

12. Top Five Security Concerns for Server Virtualization

11. Mobile Browsers Bring New Security Headaches

13. Resources

Sponsored by thawte

Computerworld used editorial from its sister publications InfoWorld for this eGuide on enterprise security. Other guides have used content from additional IDG Enterprise and News Service sources.

Earlier this year, Computerworld and InfoWorld launched their first sponsored PDF eGuide. Formatted to be viewed online with minimal graphics, eGuides are single-sponsor, single-topic briefings of repurposed Computerworld, InfoWorld and IDG News Service content designed to drive leads to the sponsoring company (potential readers must register to view each PDF).

According to **Jennell Hicks**, Computerworld online sales director, each eGuide runs about 13 pages in length and costs roughly US$1,500 to produce, largely for freelance designers and editors. Sponsors are charged $25,000 for 400 leads — "basic business-card information," Hicks said — and $35,000 for 600 leads. Each page has a sponsored-by logo and a link to the sponsor's Web site, and sponsors are given the last page of each eGuide to promote their resources on the given topic. The first eGuide looked at enterprise security and was sponsored by Thawte. Other eGuides have focused on cloud computing and

continued on page 4

Finnish team launches country's first customer microsite

With print advertising continuing its steady decline and online banner advertising unable to fully replace the lost revenue, staff at IDG's Finnish publishing partner, Talentum Media Oy, knew it was time to get creative. So they borrowed a page from some other IDG sites and pitched a new Talentum-hosted microsite that would combine staff-written content, vendor-created content and the all-important user input. Microsoft was the first to bite, and its Microsoft Arena microsite went live on Oct. 1.

Antti Oksanen

Juho Pentikäinen

"This is a bang, a collision of journalism and corporate marketing and unlike anything we've ever done on the Web," said **Juho Pentikäinen**, who serves as the Microsoft Arena producer. "As far as we know, it is also the first site of its kind in Finland," he added. The site, which targets corporate users of Microsoft products, is linked to Tietoviikko.fi (Computerworld title) and contains an array of content including straight news stories, blogs, video and more. While much of the content is produced by Microsoft, Tietoviikko editors have editorial control over all the site's elements.

All the relevant Microsoft content from Tietoviikko is published on the microsite, without regard to whether the content contains criticism or negative news regarding Microsoft. Content created specifically for the site by Microsoft is separated from the Tietoviikko content within the layout, and is accompanied by a

continued on page 4

Inside this issue

IDG Global Media Institute helps employees develop 'big picture' perspective *page 2*

One on one: IDG Global Solutions EMEA EVP Colwyn Munro *page 3*

In My Humble Opinion: Employees respond to Rubert Murdoch's anti-Google proposal *page 5*

Celebrating 10: IDC's Kevin Dunne *page 8*

GMI helps employees develop 'big picture' perspective

Week-long IDG training program focuses on IDG's business challenges

PIPER SHEER

Front row (l-r): ***Sean Weglage*** *(InfoWorld),* ***Ellen Daly*** *(IDG Enterprise),* ***Barbara Simon*** *(IDG Australia),* ***Alexa Wriggins*** *(PCW & MW),* ***Andrea D'Amato*** *(Network World),* ***Amie White*** *(IDC),* ***Peter Holzinger*** *(IDG Germany), and* ***Chris Picanso*** *(IDC). Back row (l-r):* ***Michael Mullaney*** *(IDG Global Solutions),* ***Scot Finnie*** *(Computerworld),* ***Gunnar Lott*** *(IDG Germany),* ***Donna Moschella*** *(IDG World Expo),* ***Jan Horsager*** *(IDG Denmark),* ***Jana Pelikanova*** *(IDG Czech Republic),* ***Johan Hallsenius*** *(IDG Sweden),* ***Ed Albro*** *(PC World) and* ***Brian Carlson*** *(CIO).*

Each year IDG's Global Media Institute (GMI) offers key contributors from business units worldwide an opportunity to come together for five days to explore the strategic issues and leadership challenges facing IDG. This year, 17 managers, representing 11 business units in six countries, converged in Cambridge, Mass., Nov. 16-20 for a week of in-depth and hands-on learning. GMI participants are nominated by their business unit leaders.

Hosted by IDG's Director of Training and Development **Laurie Butson** and Senior Vice President Human Resources **Piper Sheer**, GMI 2009 covered a wide range of timely topics designed specifically around the current and future needs of IDG's business. Among the new items this year, were three sessions focusing on various aspects of social media, leveraging the relationship between IDG and IDC, and a session presented by **Julie Lynch**, director of the new IDG Global Knowledge Exchange, about the importance and mechanics of sharing best practices throughout the company.

Presentations led by senior executives from various IDG business units aimed to give participants insight into some of IDG's newer businesses such as the IDG Technology Network and the role of content syndication; the expanded role of IDG's newly renamed Strategic Marketing Services group (formerly known as IDG Corporate Sales); databases and name acquisition and content optimization practices. Other presentations focused on events; research; the role of editorial, finance, forecasting and budgeting; and mobile. IDG Communications CEO **Bob Carrigan** gave an overview of IDG's worldwide performance and positioning; IDC Executive Vice President and Chief Research Officer **John Gantz** offered an overview of global technology and media market trends, and a Q&A session with IDG CFO **Ted Bloom** let attendees delve into the financial inner workings of the company.

"Each year, we adjust the content to reflect what is happening in the industry and at our business," Sheer said. "This year we added the social media content, an example of mobile innovation at PC World/Macworld, and a segment on name acquisition and growing the database."

"Another way we evolve the agenda," Butson added, "is by deepening the content in various areas to better reflect the current state of affairs. For instance, in the past couple of years we've focused on mobile as an emerging market and addressed our hypothetical opportunities. This year, [PCW/MW CEO] **Mike Kisseberth** offered attendees a closer look at the real-life product development in the mobile space that has been going on at Macworld."

A consistent feature of GMI each year is a case study in which participants are divided into teams to tackle a challenge relevant to IDG's current business. At the end of the week, each group presents its findings and solutions to a board, which this year included: **John Gallant**, chief content officer, IDG Enterprise; **Martha Connors**, VP/GM Online Publishing Group, IDG Enterprise; and **Jim Sullivan**, VP, licensing & operations, IDG International Publishing Services. This year's case study focused on generating reader revenue in both the B2B and B2C space.

As usual, GMI received generally excellent feedback from attendees. "I really got a lot out of the week," said **Michael Mullaney**, VP, IDG Global Solutions, U.S. & APAC. "The agenda was very well thought out and organized. There was a good sense of collaboration and great insight from the various presenters into the issues and opportunities IDG is facing today."

"GMI provided invaluable insight into IDG's corporate culture, strategic planning and leadership opportunities and challenges, as well as a unique chance to meet new colleagues and develop strong professional relationships," added **Donna Moschella**, senior VP, Finance and Administration, IDG World Expo.

For more information on the Global Media Institute contact Laurie Butson at laurie_butson@idg.com. WU

GMI presenters and their topics

Ted Bloom: "Q&A with the CFO"

Bob Carrigan: "IDG Communications Update"

Martha Connors: "Rapid New Product Development"

Frank Cutitta: "Content Optimization Practices"

Ellen Daly and **Maryfran Johnson**: "Events"

Michael Friedenberg: "Leadership"

John Gantz: "Technology and Media Market Trends"

Clare Gillan: "IDG and IDC: A Tale of Two Worlds and Shared Success"

Paul Gillin, president, Paul Gillin Communications: "Social Media"

David Hill: "Thriving in the IDG Culture"

Janet King: "Research"

Mike Kisseberth: "Mobile"

Peter Longo: "IDG Technology Network and Content Syndication"

Julie Lynch: "Information and Best Practice Sharing"

Steve Pelosi and **Matt Smith**: "Finance, Forecasting and Budgeting"

Andrew Sambrook: "Databases and Name Acquisition"

Matt Yorke: "IDG Strategic Marketing Services"

Editorial Panel Discussion, moderated by **John Gallant**: **John Dix**, **Steve Fox**, **Elizabeth Heichler**, **Jason Snell**

the interview

one on one

Colwyn Munro
The executive vice president of IDG Global Solutions EMEA is this week's columnist. Reach him at colwyn_munro@idg.com.

IDG Global Solutions at-a-glance

No. of employees worldwide 42

Locations London, Boston, San Francisco and Munich. Represented by affiliates in Miami, Tokyo, Seoul and Singapore.

No. of IGS customers in FY09 213

No. of countries booked into in FY09 59

What are customers' three biggest concerns going into 2010?

1. Is this recovery sustainable?

2. There is so much hype around, how can you tell what works?

3. How can I implement complex international marketing campaigns with my new lean organization?

Q **What is IDG Global Solutions?**

A IDG Global Solutions (IGS) is IDG's international sales team. It was created to maximize IDG's revenues worldwide by capturing as much as possible of any global or regional budget that technology based clients may have. All of our programs are multi-country and tend to be relatively complex.

Q **What kinds of trends did you see in international advertising in 2009? What's ahead in the next year or two?**

A All the trends we have been talking about for the past five years really took off with the impetus of the financial crisis last year. Measurability and return-on-investment stopped being fashion trends and became the true drivers of international marketing campaigns. The migration from print to online continues at a faster rate then ever, but online advertising is now migrating to lead generation. Just to give you an example, we went 50% print/50% online in 2008, where online was predominantly display advertising with some lead generation. My prediction for IGS' revenue this fiscal year is 40% online advertising, 40% lead generation, 16% print and 4% events. Our challenge globally is to grow our databases and impression inventory to cope with this new world order.

Q **Do you see differences in the types of advertising solutions clients are looking for in different areas of the world?**

A Budgets coming out of the U.S. and U.K. are predominantly lead gen-oriented, our French budgets are mainly focused on online advertising, while those coming out of Germany and Asia Pacific are still quite print-oriented.

Q **Are there areas of the world that are growing in importance to clients, areas that perhaps were not previously on their radar screens?**

A There are few long-term effects that are discernible because the economy is a much more powerful driver. For example, as budgets get cut, fewer countries make it onto the buy list. This can actually benefit the more powerful countries that can dominate smaller budgets. Conversely, as budgets return and more countries make the shopping list, the larger countries can fail to see the benefit as they take a smaller percentage of a larger budget.

Q **How is IDG TechNetwork growing internationally, and what is IGS' role in the process?**

A We represent the TechNetwork internationally and sales have taken off exponentially. Its creation has helped IGS in a number of ways. It has allowed us to take a share of budgets that were earmarked only for networks, and therefore we are involved in conversations that we would probably have been unaware of. We can now address clients whose budgets cannot stretch to the premium pricing traditionally charged by our sites, and it allows us to address budgets in those rare territories where IDG does not have a licensee, so we really are Global Solutions now.

Q **What is IGS doing to accelerate the growth of the Amplify program internationally?**

A IDG Amplify is IDG's program to integrate social media into our marketing solutions and thereby ensure that we do not miss out on budgets that suddenly demand a social media element. It was developed in the U.S. by **Matt Yorke** but, as the usage of products such as Twitter and Facebook vary so dramatically by country, we were faced with defining a European version that could be adopted by a critical mass of European countries. Matt presented to six countries via Webex on May 29, and the process began. I have to thank **Dan Shaw** of IDG U.K. who has helped several countries through their technical issues. Both the U.K. and Germany have run programs so far, and an IGS one kicks off soon in Sweden and the Netherlands.

Q **Apart from IGS' work on TechNetwork and Amplify, what were IGS' three key success stories in FY09?**

A 1. We extended a Computerworld U.S. event program for IBM SOA into Europe, APAC and Latin America, bringing an additional million dollars to IDG.

2. We grew Oracle from $1.8 million in FY2008 to $2.7 million in FY2009, which now makes it IGS' biggest client worldwide, booking into 16 countries. We were the only publisher to participate in their EMEA media event.

3. As we have transitioned to an online/lead gen organization the workload per dollar has increased dramatically. IDG now struggles to deliver enough leads and impressions to keep the revenues that we can sell. The greatest achievement of the year is therefore, I think, restructuring internally to be more delivery oriented than we have ever been before without impairing our sales ability.

eGuides

continued from page 1

virtualization. All were produced within one week of the sponsor signing a contract.

IDG Sweden Online Manager **Lottis Bergson** learned about the eGuides from IDG Knowledge Exchange Director **Julie Lynch** during the European Managers Meeting in London in August. Back in Stockholm, she and IDG Sweden Online Director **Robert Brännström** came up with a similar series called Pinpoint designed to deliver leads to the sponsoring vendor and to be sold through the IDG Sweden portal www.IDG.se at http://tinyurl.com/yf3lmzc.

PINPOINT

SÅ TAR DU DIG UR DATABASSÖRJAN

IDG.se nocom software

Sponsored by Nocom, IDG Sweden turned around this online-only PDF on database migration in under a week.

The two Swedish guides sold to date were on database migration, sponsored by Nocom; and offshore development, sponsored by Ikas Technologies. Each sponsor was charged 7,500 euros ($11,000). The guides cost 500 euros ($750) each to produce and were delivered in under a week.

The guides average 10 pages and are made up largely of IDG Sweden and IDG News Service material. "We accept those topics for which we have enough content," Bergson said, adding that sponsors have no input to a guide's content after deciding the specific topic.

IDG Sweden Online Manager **Lottis Bergson** and IDG Sweden Online Director **Robert Brännström** worked on a local version of the eGuides, which average 10 pages and are primarily composed of IDG Sweden and IDG News Service content.

Anyone interested in reading a Pinpoint PDF must supply their name, e-mail address, telephone number and the name and size of their company. "We don't deliver to students or false names like Donald Duck," Bergson said. Sponsors are guaranteed 100 leads per Pinpoint guide; that amount of leads was generated within a week of each guide's launch.

For more information contact Jennell Hicks at jennell_hicks@computerworld.com or Lottis Bergson at lottis@idg.se.

Finnish microsite

continued from page 1

different logo and tagged to alert readers to Microsoft's involvement in its creation. "With this tagging we are very strict," Pentikäinen said.

"Microsoft is a very talented producer of marketing material," noted Pentikäinen, "but we will not publish advertising masquerading as editorial on this site." He cited the example of a case study that Microsoft had wanted to include. "It was a very biased and one-sided piece, and we did not want to publish it. After some discussion with Microsoft, we compromised on a kind of mini-case study that is basically their article stripped down to include only the facts."

An important element of the site is users' ability to comment on all the content, Pentikänen noted. "Readers can write their opinions and questions at the end of a piece of content, and Microsoft staff then respond to these comments. "Through this microsite, Microsoft gets an effective means to engage in a two-way dialog with its target audience."

Readers are flocking to the site. "We had hoped to attract 3,500 unique visitors per week after six months and 7,000 unique visitors after 12 months (the initial contract runs for six months and is renewable for another six), but so far we have approximately 7,000 unique visitors after just six weeks." Pentikäinen said the Tietovvikko site typically has 70,000 unique weekly visitors, so the microsite is attracting approximately 10% of total weekly visitors.

Staff responsible for the site include Director of Online Content **Antti Oksanen**, who conceived the idea; Account Director **Jarmo Pohjolainen**, who sold the idea to Microsoft; Content Producer **Jouni Junkkaala**, who helped with planning and implementing; and Technical Producer **Mikael Sjöström**, who handled the implementation and technical challenges. "After these people did all the hard work, my job is just to keep the program running," Pentikäinen said.

For more information contact Juho Pentikäinen at juho.pentikainen@talentum.fi.

"Through this microsite, Microsoft gets an effective means to engage in a two-way dialog with its target audience."

-- Juho Pentikäinen

imho

in my humble opinion

Just say no to Google?

News Corp. Chairman & CEO Rupert Murdoch recently said he was considering blocking Google's access to News Corp. content and hoped other media companies would follow his lead, saying "the economic impact [of not having content indexed by Google] is not as great as you might think. You can survive without it" (see sidebar). Here's what several IDG managers think about his proposal.

John Gallant

Chief Content Officer, IDG Enterprise

Gallant

In my humble opinion, Mr. Murdoch is going after the wrong target. Having your articles indexed by Google isn't inconsistent with embracing a paid content strategy (as his Wall Street Journal site has proved). Google and other search engines provide a valuable service to readers and drive valuable traffic to his (and our) Web sites. If readers aren't engaging in enough content when they visit — as Murdoch claims — he ought to be considering what can be done to solve that problem. Why aren't readers consuming more information? Why aren't they engaging in discussion on the content they've found? It's certainly understandable for media companies to have mixed feeling about their reliance on Google for traffic, but until someone has a great answer for monetizing content, shutting off that traffic now seems like a classic case of cutting off one's nose to spite ...(you know how it goes). Murdoch's ire might be better targeted at aggregators who make their business solely (or close to solely) on posting longer or shorter summaries of publishers' work. At some point, the courts will likely have to revisit the doctrine of fair use to determine which aggregators that provide value to readers and which are simply parasites. Unless Murdoch can rally the entire financial publishing industry behind him, this is more smoke than fire.

Eric Knorr

Editor-in-chief, InfoWorld

Knorr

I think removing News Corp.'s content from Google search is a surprisingly ethical move on Mr. Murdoch's part. Wall Street Journal news stories aside, links to material produced by News Corp. should not be listed alongside search results pointing to content from reliable sources. Now, if he can convince WorldNetDaily and the Drudge Report to follow suit, this would truly be a watershed moment.

Davy Adams

Managing Director, IDG Australia

Adams

The Internet was designed as a network that wouldn't break if a node was removed, data will simply re-route. There's a lesson there for anyone looking to close off pieces of the Web: you'd better have something seriously worth reaching, if you want to lock it off and charge for it. News is a commodity, and while his company is called "News" he doesn't own the news. Nielsen data in Australia says News Ltd.'s reach is about one-seventh of the market, and most of that is in content areas that are replicated by Fairfax and NineMSN, which already have much larger audiences. So if he decides to take his bat and ball and the whole park, the kids will just find somewhere else to play. I think the easier target for Murdoch would be to take after the ISPs and insist on a cut of their profits in exchange for the right to "broadcast" his properties. At that point he actually does have leverage because consumers will expect to get "the full Internet," and it's a brand differentiator for the ISPs.

Paul Trotter

Editor, PC Advisor

Trotter

Over the past few years traditional publishers have stopped worrying about the Web cannibalizing revenues and learnt to embrace the Internet, which has been a positive step forward for all involved. I can't help but feel that what's being proposed is a backwards step that won't be accepted by Web users and will only serve to limit News Corp.'s potential to win new readers. Intentionally triggering an immediate decline in online traffic is obviously a massive risk, and even if a number of major publishers follow suit and build pay walls around their content, the free alternatives would only grow in strength. Only News Corp. will know how much revenue Google traffic brings in, so it's difficult to dispute the company's claims that cutting off the search giant won't harm its income. If this approach works for News Corp. and any other publishers that choose to adopt it, then good for them. However, I can't see it affecting Google's position as the world's most popular search engine, nor Web users' ability to access quality content online for free.

News Corp.'s proposal

This excerpt is from the Nov. 13 article in Telegraph.co.uk, "Rupert Murdoch to remove News Corp's content from Google 'in months,'" by Emma Barnett. Full article at http://bit.ly/IKTPm.

Jonathan Miller, News Corp's chief digital officer, said [Chairman/CEO Rupert Murdoch] was ready to block Google's access to his sites soon and that the company would lead the media industry in this direction.

"There is real tension surrounding the free versus pay debate," Mr. Miller told the Monaco Media Forum on Friday. "We believe that the value of high quality content is not recognised online [by giving its away for free] so something needs to happen."

When asked how long it would be before Mr. Murdoch took the step to block Google, which every media company relies upon to send them high levels of Web traffic, Mr. Miller said it would be soon —"months and quarters — not weeks."

He also said that News Corporation could survive both economically and audience-wise without the search giant driving traffic to its sites.

"The traffic which comes in from Google brings a consumer who more often than not read one article and then leaves the site. That is the least valuable of traffic to us... the economic impact [of not having content indexed by Google] is not as great as you might think. You can survive without it."

However, Mr. Miller admitted News Corp. could not make the bold step alone but was prepared to lead other media companies in this direction. "We will lead. There is a pent-up need for this. There has to be a resolution for the free versus pay debate otherwise we cannot afford to pay for things like news bureaus in Kabul."

noteworthy people

New employees

Kira Kewley joins **IDG TechNetwork** in New York City as a marketing coordinator; she was previously a project/managing director at Film Supreme. She earned a B.A. in political science and peace and conflict studies from the University of Colorado/Boulder. Away from her desk she enjoys spending time with family, friends and her dog. *kira_kewley@idgtechnet.com*

IDG WORLD UPDATE

Anderson

Marty Anderson is **CXO Media**'s new San Francisco-based advertising sales associate. She was previously personnel coordinator with Maxim Healthcare Services in Raleigh, N.C., where she created organizational and archiving systems. A graduate of the University of North Carolina/Pembroke, Marty holds a degree in mass communications. She enjoys camping, hiking, exploring the city's cultural offerings and nightlife with friends. "In January I'll be trying out snowboarding for the first time. I'm hoping to come back without injuring much." *manderson@cxo.com*

Lucila Queiroz is **IDC Brazil**'s new sales executive. She was previously a global account manager with Lenovo. Lucila has studied business with an emphasis on international trade and done graduate work in strategic sales management. Her hobbies include mountain climbing and playing the guitar. *lqueiroz@idc.com*

Also new at **IDC Brazil** is Consultant **Rodrigo Lima**; he was previously a sales performance analyst with Sundown Motors and has also worked in market intelligence for Coca-Cola. Rodrigo holds a degree in business and enjoys playing soccer, going to movies and hanging out with friends. *rlima@idc.com*

Previously a strategic marketing analyst with Sterling Commerce, **Bruno Tasco** joins **IDC Brazil** as a service researcher. In his free time he enjoys music, soccer and going out with friends and family. *btasco@idc.com*

Marcos Alvares takes on the role of conference commercial executive, responsible for selling conference sponsorships and **IDC Brazil** seminars. He was previously a market analyst with the U.K. housing company Legalex Group. His hobbies include cars and going to the gym and the beach. *malvares@idc.com*

Previously a computing technician with Sun Special, **Evandro Maciel** joins **IDC Brazil** as an intern in the support and infrastructure department. He holds a computing technician certificate and is currently studying for an information systems degree. He enjoys martial arts, soccer, skating and reading. *emaciel@idc.com*

Thongnopneua

Nida Thongnopneua joins **Computerworld**'s San Francisco sales office as a sales associate; she was previously an association assistant with Human Services Management Corp. She holds a B.A. in international relations with a minor in business administration and political science from the University of San Diego. In her free time she enjoys hiking, journaling, trying new restaurants and caring for her Maltese puppy, Shorty. *nida_thongnopneua@computerworld.com*

Lynn La joins **Macworld** as an editorial lab intern charged with conducting lab test and writing product reviews. She was previously an intern reporter with Capitol Weekly in Sacramento, Calif., covering the state capitol's political and budget news. A recent graduate of the University of California/Davis, she holds a B.A. in English and political science. Outside the office she plays table tennis and recently placed second in women's doubles at the San Jose (Calif.) State University's table tennis open. *lla@macworld.com*

All business units are welcome to send information for this section to world_update@idg.com.

Coming up

Business Clarity in the Financial Services Industry
An IDC event
Dec. 3
Lagos, Nigeria
www.idc-cema.com

IDC's Storage, Virtualization and Managed Services Roadshow
Dec. 7
Abu Dhabi
United Arab Emirates
www.idc-cema.com

IDC's IT Managers Forum & Expo 2009 Making IT Matter: Finding Opportunities and Defining Value Conference
Dec. 7
Nicosia, Cyprus
www.idc-cema.com

IDC's Powering the Enterprise Cloud
Dec. 8
Kuala Lumpur, Malaysia
www.idc.com.my

Managing Finances in IT Workshop
An IDC event
Dec. 8-9
Bucharest, Romania

SaaS World/Tokyo 2009
An IDG Japan event
Dec. 8-9
Minato-ku, Tokyo
www.idg.co.jp/english

IDC Storage, Virtualization and Managed Services Roadshow
Dec. 9
Casablanca, Morocco
www.idc-cema.com

IDC Business Intelligence Roadshow: Right Key to Your Data Fortress Conference
Dec. 9
Istanbul, Turkey
www.idc-cema.com

IT Roadmap Conference & Expo
A Network World event
Dec. 10
San Francisco
www.networkworld.com/events

CIO Perspectives: Local Connections on Global Issues
A CXO Media event
Dec. 9
Los Angeles
www.cio.com

IDC Storage, Virtualization and Managed Services Roadshow
Dec. 13
Riyadh, Saudi Arabia
www.idc-cema.com

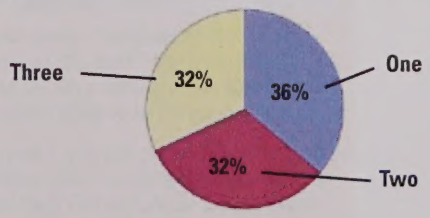
IDC's Powering the Enterprise Cloud
Dec. 17
Bangkok, Thailand
www.idc.co.th

IDG Professional
Internal training program for high-potential and high-performing individual contributors
Jan. 13-14
Boston
Contact: laurie_butson@idg.com

IT Roadmap Conference & Expo
Jan. 27
New York
www.networkworld.com/events

Question of the Week results for Nov. 23

How many TVs do you have in your house?



Log on to www.idgcentral.com to vote on this week's question:
What do you think of the Microsoft/News Corp. negotiations to give search engine Bing exclusive access to index News Corp.'s content?

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

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Shirley Horrocks *IDC U.K.*

26

Birgit Goetz *IDG Germany*

23

Hélène Fily *IT News Info*
Marianne Kraus *IDG Germany*

22

Ludovic Poussier *IDC France*
Mary Lester *CXO Media*

21

Mary Ann Doolin *IDG List Services*

19

Michaela Maack *IDG Germany*

18

Gaby Meijnckens *IDG Netherlands*
Kristen Kim *IDG*

15

Joan Olson *Computerworld*
Neal Weinberg *Network World*

14

Pavel Kraml *IDG Czech*
Diane Elhilow *IDC*
Janis Dempsey *IDC*

13

Tehmasp Parekh *IDC Australia*

12

Joseph Howard *IDC*
Alexander Mohn *IDG Germany*
Hyun-Ju Kim *IDC Korea*

11

Alexis Manfrediz *IDC*
River Jiang *IDG China*

10

Daniela Cimino *IDC*
Gaby Salvisberg *IDG Switzerland*
Snjezana Popovic *IDG Germany*
Lars Harkjær Møller *IDG Denmark*
Michael Guerin *IDG Online Publishing Group*
John Cooney III *IDG*

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Brenda Casey *IDC*
Kevin Kane *IDC*
Isabella Tillmann *IDG Germany*
Joachim Koenig *IDG Germany*
Selina Ang *IDC Singapore*

8

Michelle Bailey *IDC*
Michael Trier *IDG Germany*
Helen Flagg *IDG List Services*

7

Rishi Ghai *IDC Australia*
In-Q Han *IDC Korea*
Ronald Moreau *IDG World Expo*

6

Niclas Söderlund *IDG Sweden*

5

Richard Nicholson *IDC*
Shinji Kozaki *IDC Japan*
Amit Gupta *IDC Singapore*
Michael Garrity *Network World*

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Gina Gamble *IDC*
John Powers *IDC*
Lisa Kue *IDC*
Vivian Tero *IDC*
Paulina Salcedo *IDC Mexico*
Robert Petranyi *IDG Sweden*
Jan Horsager *IDG Denmark*
Mikkel William Nielsen *IDG Denmark*
Attaphon Satidkanitkul *IDC Thailand*
Nandish Eregowda Hoothager *IDC CCR India*
Joyce Carpenter *Computerworld*

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Andrew Hanson *IDC*
Karsten Weide *IDC*
Romelle Herring *IDC*
Masao Frone *IDC Brazil*
Thomas Drummond *IDG U.K.*
Daniel Ekbladh *IDG Sweden*
Jonas Lenne *IDG Sweden*
Marjan Straathof *IDC Benelux*
Reto Vogt *IDG Switzerland*
Natascha Mössler *IDG Germany*
Manjunath Siddaiah *IDC CCR India*
Dickie Chang *IDC Taiwan*
Jonathan Brodkin *Network World*
Yuliya Jelicic *IDG Germany*

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Elaina Stergiades *IDC*
Jacklyn Gadah *IDC*
Kedamath Bangalore *IDC*
Michelle Blondin *IDC*
Phuong Hang *IDC*
Aleksander Rekawek *IDG Poland*
Johann Chan *IDG U.K.*
Tom Sanders *IDG Netherlands*
Toshihiko Tsutsui *IDC Japan*
Sandra Adlesgruber *IDG Switzerland*
Harald Schodl *IDG Switzerland*
Stefanie Kautschor *IDG Germany*
Bianca Kasper *IDG Germany*
Ditte Friis *IDG Denmark*
Jamie Jin *IDC Australia*
Sally Taylor *IDC Australia*
Lynn Vuong *IDC Australia*
Pauline Leow *IDC Singapore*
Barbara Krasnoff *Computerworld*
Debra Bulkeley *CXO Media*
Nino Kerl *IDG Germany*

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Rodrigo Garcia *Now! Digital Business*
Gary Chen *IDC*
Marcus Torchia *IDC*
Steven Scully *IDC*
Yliana Chiu *IDC Mexico*
Jairo Moreno *IDC Mexico*
Israel Sanchez *IDC Mexico*
Lonneke Zeevat *IDG Netherlands*
Chrystyn Lim *IDC Malaysia*
Bibi Yengkokpam *IDC CCR India*
Lauren Guerra *Computerworld*
Angela Shin *IDG Syndication and Networks*
Kristin Dacey *IDG World Expo*
Angelika Kessler *IDG Germany*
Carla Schäfer *IDG Germany*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

Buy, sell and swap on IDG Central

If you've recently looked in your garage, basement or coat closet and thought, "I should sell some of this stuff!" and if the thought of organizing that made you want to take a vacation, then **IDG Central's Marketplace** section of classified ads may be the solution for you.

The Marketplace section has post-it-yourself classified ads that can be accessed by IDG employees worldwide. Current ads include vacation rentals in New Hampshire and Cape Cod and people looking to share commuting rides. Employees can also post For Sale and Wanted ads, as well as ads for pen pal and summer student exchanges.

Go to www.idgcentral.com and click on the People tab at the top of the page and then Classified Ads.

celebrating 10!

Name
Kevin Dunne

Home
Hopkinton, Mass.

Joined IDC
October 1998 as an Account Executive.

Career path
Account Executive, Sr. Account Executive, Sales Manager, Sales Director, AVP Sales, VP Sales.

Current title
As VP Sales, I manage IDC's Enterprise Financial Sales team. This involves direct management of three U.S.-based sales professionals, our team client service representative and dotted-line responsibility for our global financial sales professionals.

Most challenging part of your job
Defending IDC's value proposition to a demanding financial client base of over 130 clients that's been under extreme duress during the past few years.

Job perk
Looking out my office window and being able to watch the wild turkeys prancing around in the woods.

Interests outside the office
Traveling with family, cooking, wine collecting and Boston sports.

Family
My wife, Jylanne, and I have twin 19-year-old daughters, Courtney and Lauren.

Of what accomplishment at work are you most proud?
Building IDC's Financial business from $1,500,000 per year in 1998 to a current spend of $12,500,000 per year.

What skill do you wish you had?
I'd like to dunk a basketball just once in my life!

Fantasy job
It would be great to be one of the Iron Chefs!

Most prized possession
My wonderful family and good health.

Favorite celebrity encounter
Several years ago, I had the chance to dance with Mary Tyler Moore at the Promise Ball, an annual charity event held in New York City.

Favorite vacation spot?
Any of the Caribbean islands would do: Anguila, St. Martin, Turks & Caicos, Barbados. They all work for me.

***Kevin Dunne** (l) was the guest of IDG Chairman **Pat McGovern** at a dinner honoring his decade of service to IDC.*

What others can't tell just by looking at me
I'm an avid reader.

Manager's profile
"Kevin continues to be a great sales leader and asset to IDC's business. Kevin and his team of dedicated sales professionals serve IDC's global financial client base, principally on the sell side, investment banking and VC areas, who track and invest in technology companies, in large part leveraging IDC's data and analysis. They face high demand and expectations every day. Even during the last year, with the economic downturn impacting the technology sector and the financial community, Kevin's upbeat, can-do attitude was inspirational, helping IDC to preserve this critical client base and revenue stream!"

— *Brad Thorpe, senior VP, worldwide sales*

Nominate an unsung hero

Is there an unsung hero in your office? A person whose quiet contributions help ensure the success of the whole group? Why not nominate that individual for some well-deserved recognition? From time to time the editors alternate Unsung Hero profiles with profiles of employees celebrating 10-year anniversaries. Send your suggestions to world_update@idg.com.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue:

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International Data Group is the world's leading technology media, events, and research company. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG also publishes more than 300 magazines and newspapers. Media brands are in more than 90 countries and include CIO, CSO, Computerworld, GamePro, InfoWorld/TechWorld/TecChannel, Macworld, Network World, and PC World. The company's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, OpenSource World, E3 Expo, DEMO, Storage Networking World, and IDC Directions. IDC, an IDG subsidiary, is the premier global provider of market intelligence, advisory services, and events. Additional information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

New tool from SMS gives clients insight into Web conversations

Tool tracks comments; measures and analyzes content, sentiment and engagement

A newly launched product from IDG Strategic Marketing Services (SMS) will give clients unprecedented access to the conversations taking place across the Web that are focused on their products and services. IDG Social Scout uses proprietary analytics from partner Networked Insights to not only track where these conversations are taking place, but more important, to measure and analyze content, sentiment and engagement over time, explained IDG SMS Client Service VP **Deidra Bodkin**. This data, in turn, will allow IDG SMS to tailor increasing effective marketing solutions for its clients.

IDG WORLD UPDATE

Deidra Bodkin

IDG Social Scout crawls more than 29,000 social networks and 17 million blogs, which translates into more than 300 million Web users and more than 1.5 billion interactions per month, Bodkin said. "Obviously, not every topic a customer might select will be covered across all of these sites, but the scope is huge," she said.

IDG Social Scout literally pulls comments from blogs, microblogs, forums and sites and analyzes them to determine the content of those conversations. "We generally use IDG Social Scout on behalf of a client to determine how their brand or product compare with those of their competitors within a specific topic or interest area," Bodkin said. "We look at how many of the comments relate to our client vs. their competition to develop a share of conversation metric, the tone of those comments to develop a sentiment metric — positive, neutral or negative — and most important we look at the content of the comments or conversations to better understand what the target audience thinks about a particular topic and/or our client or its products within that topic."

"Ideally, clients will use Social Scout on an annual,

continued on page 4

> *"Most important, we look at the content of the comments or conversations to better understand what the target audience thinks about a particular topic and/or our client or its products within that topic."*
>
> — *Deidra Bodkin*

Inside this issue

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One on one: Canio Martino, publisher, IDG Magazine Media *page 3*

PC World India differentiates itself with no-scroll format *page 5*

In memoriam: IDG International Publishing Services' Jean Gasbarro *page 6*

In memoriam: ITWorld Canada's Andy White *page 6*

Unsung hero: IDG Japan's Kenji Katori *page 8*

Chairman's Achievement Awards honor exemplary '09 results

The following IDG business units are recipients of the FY09 Chairman's Achievement Awards. Winners receive an engraved silver plate and a personal note from IDG Chairman **Pat McGovern**.

Highest total company profit margin

Winner: Macworld U.S. — 11.3%
Runners-up:
IDG Australia — 10.8%
CXO Media — 10.7%
PC World U.S. — 9.5%

Mike Kisseberth, *president & CEO, Mac Publishing*

Highest percentage increase in online revenue

Louis D'Mello, *president & CEO, IDG India*

Winner: IDG India — 55%
Runners-up:
IDG Romania — 31%
IDG Czech — 29%
IDG Vietnam — 27%

Highest percentage increase in page views

Winner: IDG Netherlands, Computerworld — 253%
Runners-up:
IDG Spain, Computerworld Espana — 175%
IDG Sweden, MacWorld — 159%
IDG Australia, PC World — 101%

Lennard Hoogenraad, *country manager, IDG Netherlands*

Highest percentage increase in unique visitors

Winner: IDG Sweden, MacWorld — 107%
Runners-up:
IDG Australia, PC World — 94%
IDG Spain, PC World Techworld — 69%
IDG Japan, Computerworld — 60%

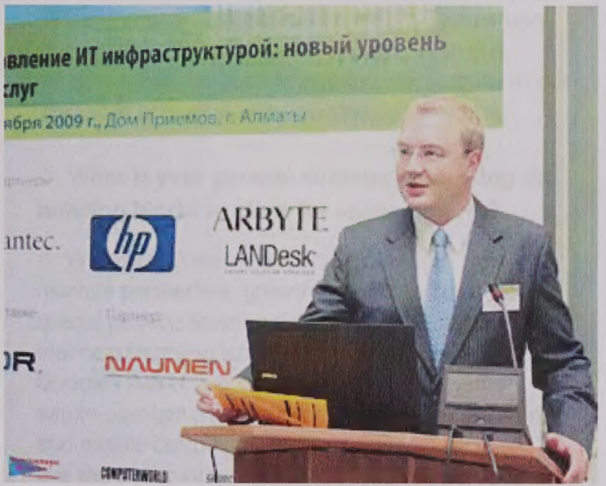
continued on page 4

in brief

McGovern greets President Obama at MIT

U.S. President Barack Obama visited the MIT campus earlier this fall to deliver a speech about energy policy. While there, he toured the MIT laboratories conducting energy research with MIT President Susan Hockfield and MIT Energy Initiative Director Ernest Moniz. IDG Chairman ***Patrick McGovern****, an alumnus of MIT, was in the VIP receiving line to welcome President Obama to the campus.*

IDC Kazakhstan holds third conference; events to increase in '10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hp
ARBYTE
LANDesk
R
NAUMEN
COMPUTERWORLD

IDC Kazakhstan Country Manager ***Andrew Beklemishev*** *welcomes attendees to the Nov. 24 conference. IDC Vice President & Regional Managing Director* ***Robert Farish****, who oversees the IDC Russia/Commonwealth of Independent States offices, also spoke at the event.*

IDC Kazakhstan hosted a sold-out conference, IT Infrastructure Management: IT Services at a New Level, for more than 100 CIOs and senior IT managers in Almaty last month.

Seven corporate partners supported the half-day event, with Symantec, HP, Arbyte and Avocent in the top sponsorship tier that enabled them to have speakers on the agenda. Computerworld Kazakhstan and three other media partners also signed on, and all the sponsors had display space in a large exhibit area.

IDC officially opened an office in Kazakhstan in January 2008, and the business has picked up rapidly since, said Country Manager **Andrew Beklemishev**, who leads a three-person staff. The office held its first event, the Security and Storage Roadshow, in May 2009, and that success led to the Business Intelligence Road Show several months ago as well as the recent conference, which was also part of IDC's Central Europe, Middle East and Africa road show series. This year IDC Kazakhstan has also held six custom events for senior executives of the country's largest companies. In 2010, IDC plans to hold four road show events in Kazakhstan along with a number of custom events.

Write to abeklemishev@idc.com.

Computerworld Colombia celebrates 20 years of publishing

During the gala, ***Ciro Villate****, director, CW Colombia (far right) presented the Best IT solution award to representatives of the National Police Dept. The award recognized the department. for its country-wide implementation of the security number 123 (similar to the 911 emergency number in the U.S.) and the interconnectedness of police stations.*

The staff of Computerworld Colombia celebrated its 20th anniversary last month with a gala dinner for more than 150 people at the well-known Andres D.C. restaurant in Bogotá.

Among the attendees were many top executives from major IT companies including IBM, Oracle, NCR, Unisys, Schneider, Dell and Sun Microsystems.

CW Colombia launched on July 31, 1989. **Ciro Villate**, director of IDG partner Inviarca Ltda., joined the team in February 1990 as an advisor for editorial content and strategy and bought out the original IDG licensee two years later.

CW Colombia leads the enterprise publishing market in circulation and ads and is the newspaper of choice for both IT users and providers, Villate said. The average tenure of the eight-person staff is 12 years, numbers that attest to the team's efficiency and loyalty, Villate added..

Computerworld Colombia's print run is 5,000 copies and Computerworld.com.co has 60,000 monthly page views and 8,500 unique visitors.

As part of its anniversary celebration, the staff published a book with more than 70 articles about free software collected from recent past issues of CW Colombia.

"In Colombia, it is a big challenge to survive in the editorial business, so 20 years is a great achievement," Villate said, noting that their oldest competitor debuted three years ago. "We are proud of that and the recognition we've had from the main IT companies and the media industry."

Write to cvillate@computerworld.com.co.

one on one

Canio Martino

The publisher of IDG Magazine Media in Germany is this week's columnist. Reach him at cmartino@idgmagazine.de.

> *"Knowing your metrics and economies of scale for your online business makes it easier to focus on the mission's critical points."*

Q Many IDG business units have seen a decline in online revenue over the last year, although general expectations were that online revenue would be increasing during this time. IDG Magazines had a 42% growth in online revenue in October over last year. What are the reasons for your group's success?

A I'm still confident that the online market will grow even if we have some IDG business units with currently declining revenues. Analyzing the situation, it's clear we have to sort out the growing online revenue streams from the stagnating or declining online revenues. I think this is the key starting point for a successful development of the online business. This sounds obvious, but actually, it isn't. You have to know your metrics and your economies of scale.

First of all, we developed an online master report for our key Web sites. The master report shows all the key performance indicators of the Web site, the traffic development of each channel, the revenues and costs per section and the revenue categories for each section. We have six revenue categories: 1) display ad sales, 2) comparison shopping with cost-per-click-based revenues, 3) Google AdSense, 4) syndication, 5) affiliate programs (i.e., where we get a commission for marketing a partner's product on our site) with CPX (cost-per-click, cost-per-order, cost-per-lead, etc.)-based revenues and 6) paid online subscriptions.

We're able to monitor the development of each category per section. We realized we could compensate for declines in display ad sales with Google AdSense and affiliate revenues. Notably, from January through August 2009, we were able to compensate for dramatic declines in display ad sales with traffic-related revenues by pushing our page impressions very hard. This may be one of the key reasons for our online growth.

Knowing your metrics and economies of scale for your online business makes it easier to focus on the mission's critical points. Here's an example: if you have a channel that is mainly produced for display ad sales and you have an average sell-through rate of 40%, it doesn't make sense to increase the traffic in this section. Even if you have more traffic here, it will be hard to sell it. But if you have a channel or section that is gathering traffic-based revenues like Google AdSense, it would make more sense to push this traffic because you can monetize every page impression.

Also, the editorial team benefits by having a clear agenda for their daily work and by knowing how to support the different revenue categories. The next step we'll take is a further categorization of our content regarding our business models. These content categories are 1) High-CPM display environment, 2) Low-CPM display environment and affiliates, 3) transaction-based environment (CPX/Comparison Shopping) and 4) paid reader services. With this categorization we hope to improve the usability of our Web sites and, of course, increase our revenues.

Q What is your general strategy for putting the building blocks in place for online growth?

A We strictly follow the market transition. From a revenue perspective, growth is going to come from special projects (customized campaigns), performance advertising (cost-per-click, cost-per-order, etc.), Google's AdSense program, targeted ad inventory within user-generated content areas, video advertising and mobile campaigns. From an editorial perspective the traffic increase we see today, and what we expect for 2010, is located in product-centric channels strongly optimized for search engines, leveraging the mobile content and the convenient integration of social media functions. In Germany the Twitter feed on pcwelt.de, for example, reaches 20% to 30% of new followers per month, which is the highest growth rate of all IT/tech Web sites in our market, as far as we know. We have built groups and sites in all major communities like Facebook and LinkedIn, and we have dedicated staff for all social media, mobile and video initiatives.

Q Which of your brands has seen the most online growth?

A Recently macwelt.de, the German version of macworld.com, showed significant growth rates for both visitors and page impressions. Not only did we increase the overall traffic by almost 100% within 10 months through long-tail content and a strong focus on big stories by decreasing daily news; we are also keen to target Mac-related audiences that are new to Apple's product line and are longing for the best how-to content on the market. We started an app database in November quite similar to the one in the U.S. but with full flexibility to integrate it as a content base within any of IDG Germany's sites via feeds and widgets. It's a great scalable platform for our syndication business; that's where tech projects and direct non-sales revenues go hand in hand to strengthen the net profit.

Q What are a few examples of online revenue you've gained from advertisers?

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Social Scout

continued from page 1

ongoing basis as it is important to constantly monitor and understand what is being said about you online," Bodkin said, adding that the minimum engagement is three months.

In terms of what social media marketing recommendations SMS might make to clients based on data collected, Bodkin said it will vary by program but generally include:

- How to engage with the audience and where to focus that effort.
- What content is needed to engage with the audience.
- What terms to include for SEM and how to tag content to help ensure higher SEO rankings.
- Whether a custom social media page or custom community is needed and what type of community would work best.
- Custom content development.

> *"The IDG differentiator comes with our history and understanding of the technology marketplace that helps inform our analysis and marketing recommendations. No one else in our competitive set has that."*
>
> *- Deidra Bodkin*

IDG SMS will provide clients with a benchmark report to establish a baseline and weekly metrics reports that track changes in share of conversation, sentiment, key sites, a conversational tag cloud for use in SEM/SEO and, most important, Bodkin said, discussion analysis and marketing recommendations.

Bodkin noted that IDG's agreement with Networked Insights, a privately held, Madison, Wis.-based company, is not exclusive. "While IDG is the only technology media company that Networked Insights is working with currently, it is possible they could work with others in the future. But she is not worried. "The IDG differentiator comes with our history and understanding of the technology marketplace that helps inform our analysis and marketing recommendations. No one else in our competitive set has that."

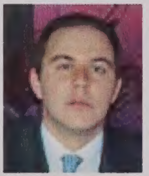
For a detailed description of how the analytics behind Social Scout work, please see the sidebar accompanying this article on IDG Central. For more information, contact Deidra Bodkin at deidra_bodkin@idg.com. WU

Chairman's Awards

continued from page 1

Highest percentage increase in revenue per visit

Winner: IDG Spain, MacWorld — 150%
Runners-up:
IDG Romania, PC World —115%
IDG India, CIO.in — 102%
IDG Germany, MacWelt — 83%



***Manuel Pastor**, country manager, IDG Spain*

Highest percentage increase in registered users on a Web site

Winner: IDG Australia, PC World — 171%
Runners-up:
IDG Germany, GameStar — 56%
IDG Germany, Channel Partner — 52%
IDG Netherlands, Zoom — 34%

***Davy Adams**, managing director, IDG Australia*

Highest increase in a business unit's event profit margin

Winner: IDG Hungary — 17.5%
Runners-up:
IDG Denmark — 9.4%
IDG Australia — 3.2%
IDG Romania — 1.5%

Best new event launch

Winner: Infoworld Netherlands Cloud Conference

- Produced a 65% profit margin
- Largest B2B event in IDG Netherlands history
- Registrations and sponsors exceeded expectations

***Istvan Biro**, managing director, IDG Hungary*

Best new Web site launch

Winner: IDG Sweden, MiljoAktuellt — $490,168 total revenues

WU

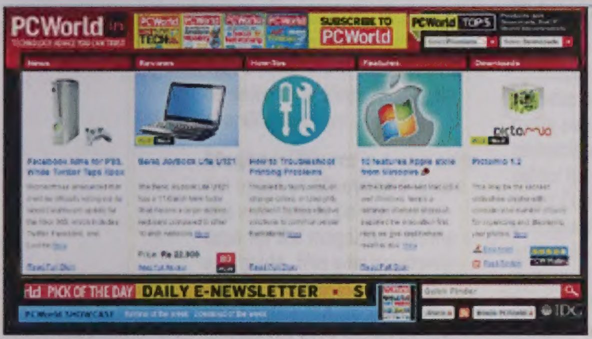
MiljöAktuellt
Johan Rockström är årets svensk
Läs M-plus online

MiljoAktuellt focuses on sustainable business development.

Redesigned PC World India sports a unique home page

No-scroll interface means focus on in-depth coverage of five key areas

When IDG India planned a redesign of its PC World India site (www.pcworld.in), launched late October, it went in a radically different direction.



The site's home page has a no-scroll interface and five main sections.

The site's home page has a no-scroll interface and five main sections: News, Reviews, How-to's, Features and Downloads. Each page is designed so that all the content is visible on a single page. When a story continues beyond that page, a small scroll bar appears that allows readers to scroll through to the end.

"We wanted to stand out from the competition's Web sites," said **Soham Raninga**, executive editor, PC World. "The no-scroll interface was something never seen in this space and allowed us to focus on the quality of our editorial instead of the quantity."

While content is a big differentiator, according to Soham, that's not something readers can gauge at a glance. "A new Web site interface, however, can allow you to distinguish yourself from the rest," he said. "The no-scroll interface meant that we had limited room for content, and so we focused on only five types of content with in-depth coverage, bringing a strong focus on how-to's and reviews, which are the main traffic drivers."

SRIVASTA B.R.

*Front row (l-r): **Jinan K.V.**, senior designer; **Vikas Kapoor**, lead designer; **Nikhil Pradhan**, technical analyst; and **Sreekanth Sastry**, online product manager. Back row: **Siddharth Singh**, senior manager, Brands; **John Kabui**, technical analyst; **Madana Pratap**, technical analyst; **Soham Raninga**, associate editor; **Jayesh Shinde**, technical analyst; and **Diya Koshy**, features editor.*

Site designers did away with buying guides and opinion columns, which are reserved for the print version of PC World India, and introduced concepts like the "Top 5," which ranks the top five products in multiple categories, such as laptops, cameras, MP3 players and more. "This is very useful for readers to identify the best products," Soham said. Most of the site's reviews and how-to's are generated locally, though it does use content from the IDG News Service.

The site originally went live when PC World India debuted in July 2006. "The Internet market was in its infancy then, said **Siddharth Singh**, senior manager, Brands, "so the earlier version of the site was positioned merely as a companion site to the magazine. With advertisers and readers now migrating to the Web rapidly, we decided it's about time we followed them. Earlier we had limited focus on the Web site and hence had a lot less content. Now every section of the site is updated hourly with new content."

In terms of site advertising, there are limited options, starting with one banner-ad space on the top of the site next to the masthead. "However, we have a separate zone for our clients to showcase their products and generate leads," Singh said. "The PCW Showcase allows a client to display 25 products at a time. If readers are interested in purchasing any, they can send an online request through the site directly to the client." There is also a new Pick of the Day e-newsletter that has banner advertising options. PC World India also offers list rental services.

Sreekanth Sastry, online product manager, said that response from users has been "excellent," adding that the site has seen a 20% increase in traffic to date. "Though these are early days," the response so far has been encouraging," he said.

Write to siddharth_singh@idgindia.com. WU

Tips for a site relaunch

1. Be radically different from the earlier version. Incremental changes don't get noticed.

2. Listen to your clients and accommodate their suggestions in the redesign.

3. At the end of the day, the Web site has to make money. Consider all viable options and offer them to clients.

4. There is no substitute for good content. Focus on how the content can be improved, which will make your visitors come back and refer you to their friends and peers

5. While the redesign requires a significant investment, consider other ways to keep costs low. Consider using open source platforms, pool in-house expertise and negotiate well with consultants and programmers.

— Siddharth Singh, senior manager, Brands

people noteworthy

New employees

IDG Tech Network has hired **Robert Koshar** as VP of ad operations. Previously director of media operations at WebMD, he holds a dual B.S. in science from Southampton College on New York's Long Island. In his free time he enjoys traveling. *robert_koshar@idgtechnet.com*

Meghann Myers is a new editorial intern at **Macworld** where she will largely be reviewing apps for the magazine's online app guide. She was previously an intern at Pregnancy magazine. She holds a B.A. in journalism and French from San Francisco State University and enjoys exploring San Francisco, traveling and going to the gym. *mmyers@macworld.com*

NICK BARBER

Jackson

Joab Jackson has been hired as the **IDG News Service**'s New York correspondent. He was previously senior technology editor for 1105 Media's Government Computer News, where he oversaw IT-related stories on storage, data and content management, open source, supercomputing, standards, Web design and development and high-security computing. For the News Service Joab will be covering Linux, Windows server, virtualization and system performance management and middleware. He holds a B.S. in psychology from University of Maryland/Baltimore County and an M.A. in writing from Towson (Md.) State University. He is currently enrolled at University of Maryland/University College for certificates in Web programming and Linux system administration. His hobbies include reading, writing book reviews for the Baltimore City Paper and music. He recently built a PC-based media center from scratch, "using only a Phillips screwdriver, and migrated my 70,000-track music collection over to the new platform." *joab_jackson@idg.com*

Chris Ilg is **IDC**'s new director of market research, Infrastructure Channels and Alliances. He was previously manager, Competitive, Market and Customer Intelligence with Sun Microsystems' Storage Division, compiling competitive and market-share analysis, market sizing and forecasting and customer research. He holds an M.B.A. from the University of Texas and enjoys skiing, biking, hiking and climbing – "I recently finished climbing the 50 highest peaks in Colorado." *cilg@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

In memoriam: Jean Gasbarro

Jean Gasbarro, licensing manager at IDG International Publishing Services (IPS) until her recent retirement from the company, lost her long and courageous battle against cancer on Dec. 4. Jean joined IPS in July 1998 as the first coordinator of the online IDG Directory. Several years later she joined the licensing team as licensing administrator and was promoted to licensing manager in 2003. In that role she helped to manage the relationships between IDG and its almost 50 international licensing partners. She particularly enjoyed traveling to meet new and prospective licensees in countries that were outside the usual tourist destinations. Jean was also one-third of the three-person team that planned last year's Global Product Support Center meeting in Lisbon and one of a very few IDG employees to ever win the Corporate Boviard STAR Award twice.

"Jean was a terrific employee and an even better person," said **Jim Sullivan**, VP, licensing & operations, at IPS." Jean had a passion for life and a passion for her work at IDG. She will be dearly missed by all of us who had the pleasure of knowing and working with her."

Jean Gasbarro

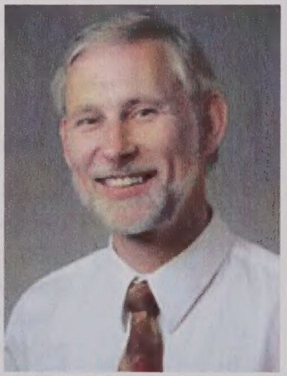
Despite her diagnosis 10 years ago, Jean continued to pursue her many interests, which included travel, photography and gardening, until just weeks before her death. She and her husband, Pasco, spent three weeks in Hawaii in September where Jean took thousands of photographs, went zip-lining and toured a volcano. Always up for an adventure, Jean also went sky diving and hang gliding in the past year. Back home in Holliston, Mass., Jean recently spent a weekend planting more than 300 bulbs in her garden.

In lieu of flowers, the family suggests that donations be made to the hematology/oncology unit at Mt. Auburn Hospital in Cambridge, Mass., where Jean received most of her treatment. www.mountauburnhospital.org/body.cfm?id=147.

In memoriam: Andy White

ITWorld Canada Inc. President & COO Andrew J. White died on Dec. 8, after a brave and determined 18-month battle with cancer. "Ever the optimist, Andy never saw a mountain he couldn't climb, and he waged his fight for his health in the same positive frame of mind he evoked in his business life. To the very end Andy kept his wonderful (well, British) sense of humor and his focus on what was most important," said **Michael Atkins,** president, Laurentian Media Group, parent company of ITWorld Canada.

Andy joined ITWorld Canada in 1989 when it was called Laurentian Technomedia and produced a single small computer magazine called Computerdata. "He took control and built ITWorld Canada Inc. into the pre-eminent Canadian IT B-to-B media house it is today," Atkins said. "Early on, Andy recognized the unavoidable transition of our publishing company from a print based business to a digital business and positioned ITWorld Canada to be the leader. Today, Web sales at ITWorld Canada are greater than print sales."


Andy White

Always an innovator, Andy loved the challenge of business and worked long hours but when he returned home to Brighton, Ontario, each night it was all family and, of course, his beloved dogs Bear and Dickens, Atkins said.

"The most remarkable thing about Andy is that he grew every year I knew him. He was an extraordinary man and his courage in the face of adversity was breathtaking. He will be terribly missed and never forgotten," Atkins said.

Andy is survived by his wife Doni, four children and stepchildren, two grandchildren, a brother, his mother and stepfather.

In lieu of flowers the family welcomes donations to the Quinte Humane Society, which can be made through the Walas Funeral Home (www.walasfuneralhome.com). In addition, ITWorldCanada is setting up a scholarship fund in Andy's name at Loyalist College in Belleville, Ontario.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Rick Ciliberto *Enterprise Services Group*

22
Lucinda Borovick *IDC*
Karen Timons *IDC*

18
Mauro Calderara *Nuov@Periodici Italia*

17
Maryfran Johnson *CXO Media*

15
Sharon Stearns *IDG Connect*
Michelle Vittori *Enterprise Services Group*
Ilva Schuring *IDG Netherlands*

13
Diane Bobbitt *IDG*

12
Frederick Broussard *IDC*
Patricia Murphy *IDC*

11
Laura Hilliard *IDG Global Solutions EMEA*

10
Lisa Desmarais *Computerworld*
Suzanne McMillen *CXO Media*
Rena Bhattacharyya *IDC*

9
Rolf Eirik Ringdal *IDG Norway*
May Fung *IDC Hong Kong*
Alexander Motsenigos *IDC*
Miriam Kutcher *IDC*

7
David Senf *IDC Canada*
Sarah Reagan *CXO Media*
Agata Joseph *InfoWorld*

5
Diane Frank *CXO Media*
Danielle DeMao *IDC*

4
Kelly McGill *Computerworld*
Yasushi Okawa *IDG Japan*
Christopher Real *IDC Mexico*
Karen Massey *IDC*
Ted Dangson *IDC*

3
Graeme Wong *IDC Hong Kong*
Eileen Smith *IDG*
Kathleen Sullaway *CXO Media*
Tomoko Akagi *IDC Japan*
Jop van Gerven *IDG Netherlands*
Elzbieta Lesicka *IDG Poland*
Dorota Kuczek *IDG Poland*
Lech Wazynski *IDG Poland*
Monika Slusarska *IDG Poland*
Tatiana Americano *Now!Digital Business*

2
Mona Holmvik Nymo *IDG Norway*
Carmen Chen *IDC Taiwan*
Precious Costales *Online Publishing Group*
Caroline Dubber *IDG Global Solutions EMEA*

1
Malabika Ghosh *IDC Center for Consultancy & Research/India*
Oana Botezat *IDG Netherlands*
Sanjeev Pal *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to at world_update@idg.com.

Send in your holiday photos

If your business unit is marking the season with charitable activities and/or festive celebrations, send in some photos of your group in action to world_update@idg.com.

IDG Central will post a collection of images for the annual holiday slideshow at the end of the December and early January.

One on one

continued from page 3

A Beginning in 2007, we built teams that are now acting as both custom publishing and market services units. In 2009 we ran more than 40 custom programs with major budgets such as Blackberry, Microsoft Windows 7 (with Twitter and Facebook functions) and the Acer Resource Center, a year-long print and online campaign combining editorial content, e-commerce units and client's content. When it comes to videos we reach CPMs of $15 to $20, and every new video impression is monetized directly. At the moment we have approximately 300,000 video impressions per month on pcwelt.de.

Q **What are a few examples of successful user-generated revenue initiatives?**

A The Microsoft Windows 7 campaign has brought us five-digit revenues due to a strong integration of social media functions, such as a Facebook connection and the Twitter LiveSearch module. Samsung partnered with us to launch a new series of hard disk drives (HDD) with user-generated content asking users to send in their videos and pictures explaining why the HDD is a cool gadget and why they deserve to win one of 200 HDDs.

Q **Have you experimented with charging for content?**

A For many years, we have had substantial bottom line revenues with paid sections on pcwelt.de and macwelt.de totaling more than $35,000 per month and nearly 15,000 users. In 2010 we will launch five iPhone apps that are only available as paid apps, starting from $1.20 for our mobile speedtest (which measures the 3G, 4G and WiFi connectivity of the iPhone) to $9.00 for the Macwelt Tipp app, which contains more than 750 hand-selected and very useful tips for all Mac-related products. Plans are to launch new, innovative user-generated content sections on our Web sites with paid sections and premium services, such as the wallpaper upload platform for our users (see next question).

Q **What new online projects are coming in 2010?**

A In January, our long-awaited new product database is going live with updated product capsules, a new shopping engine, highly standardized content formats and social media. We plan to increase content page impressions and Google AdSense revenues by 100% by FY11. We will also start a huge desktop wallpaper database and ask users to upload their favorite wallpapers and desktop themes. The content engine is prepared for mobile services to easily transfer all wallpapers into iPhone apps, and we will have links to major German merchandising networks, giving all users the chance to buy and sell their wallpapers printed on various products such as T-Shirts, mugs, mouse pads and stickers.

profile

unsung hero

"In October, we launched a new company in Japan called IDG Interactive, the mission of which is to provide cutting-edge, premium, global online and events solutions to Japanese marketers," said ***Joji Tatsugi****, IDG Japan CEO and managing director. "****Kenji Katori****, who was a top salesperson at IDG Japan, was one of the first members we recruited into IDG Interactive. Since day one, he has established himself as an irreplaceable resource whose job is to produce online and events solutions for our key customers. During the day he meets with customers to understand their requirements, and at night he participates on conference calls with IDG colleagues from around the world to learn IDG's best practices."*

Name
Kenji Katori

Home
Tokyo, Japan

Tenure
I joined IDG Japan in 2005.

Title
Product Marketing Manager, IDG Interactive

Primary job responsibilities
I develop online marketing programs for marketers. I am responsible for introducing IDG products — such as new lead-generation programs, IDG TechNetwork and the social media marketing program Amplify — to the Japanese market. I am also working on producing new products for marketing leaders worldwide and helping IDG Global Solutions sell into international companies.

Three things I do in a day's work
- Talk with customers about their marketing needs.
- I answer a lot of e-mails, as a big part of my job is to coordinate Japanese and international clients.
- I check clickthrough rate of banner ads and newsletters, and three Twitter accounts every day: @ciojapan, @computerworldjp and @IDG_Interactive.

What I love most about my job
I get to try new things every day. Developing new products is especially exciting for me.

Latest accomplishment
Created a new Twitter account to promote our products and white papers, drawing many new followers in a short time.

Career highlight
Strengthening CIO/Computerworld Japan events in 2006. I had a lot of meetings with editorial, sales and operation teams to coordinate their opinions to make this project successful.

IDG Japan Product Marketing Manager ***Kenji Katori*** *and his daughter Rin.*

What you're doing to be a better employee
Improving my English.

Interests outside the office
I love playing with my two-year-old daughter Rin.

What others can't tell just by looking at you
Although I'm not very tall, I used to play volleyball.

Do you know an Unsung Hero?

Is there someone in your office whose quiet contributions help ensure the success of the whole group? Why not nominate that individual for some well-deserved recognition? Send your suggestions to world_udpate@idg.com.

Question of the Week for Dec. 7

What tech device do you really, really want this year?

Laptop or netbook	**25%**	**MP3 player**	**5%**
eBook reader	**21%**	**Digital camera**	**4%**
High-def TV	**12%**	**None of the above**	**25%**
Smart phone	**8%**		

Log on to www.idgcentral.com to vote on this week's question: **Do you talk on your cell phone while driving?**

and finally...

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